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PHILLIP EMANUEL, Advertisement Director, ODHAMS PRESS Ltd., 57-59, Long Acre, London, W.C.2.

ADVERTISING TO THE CONSUMER AND RETAILER



The Jeweller

9,000,000 buyers of articles of use ranging from baby's silver rattle to the finest watch; buyers of articles of adornment for both sexes of all classes; buyers of gifts for their friends and relations on every important occasion!

With net sales of over 3,000,000 copies per issue, the **NEWS OF THE WORLD** is read by more than 9,000,000 customers of the 7,248 jewellers in the British Isles.

The number of **NEWS OF THE WORLD** readers who are retail jewellers make it a significant factor in the simultaneous appeal to consumer and retailer.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET. E.C.4.

The Week in Advertising

**Outdoor Publicity and the Regulation Act—Dispute on the New Bye-laws
—An Agitation to be Watched**

SAVAGE and insensate attacks on advertising occupied the not overburdened time of the House of Lords last week. The debate arose out of Lord Newton's desire to call attention to a difference of opinion in regard to procedure between the Home Office and the County Councils in the application of the Advertisements Regulation Act, 1925. There is undoubtedly a confusion in regard to the way in which that Act is to be applied in various localities, but certain members of the Upper House seized the opportunity to air their views as to the "vulgarity" of individual advertisements which are in no way affected by the provisions of that Act.

The opposition to outdoor publicity as a whole is confined to a very small section of the community but small sections have a curious facility for being noisy, due possibly to the undue proportion of faddists in their restricted ranks. The advertising profession has very loyally co-operated in the efforts that have been made to curb that equally small section in advertising which is inclined to be vulgar and to lack a sense of civic pride in the natural beauties of the countryside, and it shows a lamentable lack of a sense of proportion for those who dislike outdoor publicity to brand all sections of advertising as an outrage to the sensibilities of citizens and an offence to the community.

The thing has only to be stated thus to show its inherent stupidity and Lord Newton's effort to clear up an admittedly puzzling position was not helped by the unbridled vituperation of the subsequent speakers.

The intention of the Advertisements Regulation Act was to prevent the marring of natural beauty spots and open spaces by the in-

discriminate erection of hoardings, signboards, or other advertising devices. In actual practice, as is perfectly well known to advertising men, hoardings are not erected in the open country. The cost of maintenance is too great, given the distances that would have to be

covered by billposters and inspectors.

The signs that are erected outside urban districts are individual signs of a semi-permanent character—and the largest percentage of these are used by local advertisers to attract the attention of visitors approaching the town.

The difficulty that has arisen in the administration of the new Act concerns the scheduling of areas in which advertisements shall not be displayed. The Home Office model by-laws, issued for the guidance of County Councils, require the scheduling to be by area. The County Councils Association desire to save themselves trouble by scheduling an entire county. Their contention is that the Act did not contemplate the scheduling by areas. It is quite as reasonable for users of outdoor publicity to contend that the Act did not contemplate giving the County Councils power to ban outdoor advertising throughout a whole county.

That is, no doubt, the desire of the minute reactionary groups throughout the country whose abuse of advertising results, paradoxically, in them obtaining a measure of notoriety, but it was certainly not the intention or the expectation of those advertising men who agreed to, and made possible, the passing of the Act that it should be used as a steam hammer to crush out the whole industry of outdoor publicity.

The leaders of advertising will have to keep awake to this agitation, which is being pushed very vigorously by the County Councils' Association. The Home Secretary is to be badgered with deputations on the subject and much as we may sympathise with an overworked Minister, he ought to be thoroughly informed of the other side of the case also, by deputation and by written representation as well.

THIS WEEK'S PAPER

Business Research as I See It
—By J. George Frederick

The Prominent American Expert Discusses Research as it is and as it should be practised

Holding the Children and Winning Papa—By L. Lewis

How Gibbs' Dentifrice Checked a Limited Interest

Have Mailing Cards any Advantage over Sales Letters?—By Max Rittenberg

An Important and Very Thorny Point in Postal Publicity

IN THE POSTER SUPPLEMENT

The Stranger on the Hoardings—By John G. Gray

And All Regular Features

Ad. News in Brief
Publication Notes and News
Club Notes and News
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,

66, Shoe Lane, London, E.C.4

Business Research as I See It

British Sources of Statistical Information—The Remedy for Weakness—Shaping the Questionnaire

By J. George Frederick (*President, Business Bourse, New York. Author of "Business Standards" and "Modern Sales Management"*)

The writer is one of the pioneers of business research in America. His book "Business Research and Statistics" is one of the most widely known on the subject. During a rush visit to London, Mr. Frederick discussed the position of research in Great Britain with the ADVERTISER'S WEEKLY. The following article sums up his conclusions.*

WHERE does business research stand to-day? What can it do for Great Britain? These are the questions I am asked to answer.

The first thing to be clearly realised is that business research in America and business research in Great Britain must naturally be somewhat different propositions. To begin with, you have fewer standard sources of statistics of manufacture and distribution.



Mr. J.
George Frederick

Only one or two of your individual industries present satisfactory monthly production and sales figures. Most of ours do this as a matter of course. Your Board of Trade does not provide you with a "Guide to Original Sources for the Major Statistical Activities of the Government" detailing no fewer than seven hundred subjects on which statistics are compiled!

Lacking

Finally, you lack the exact directories, newspaper surveys, "guaranteed" mail-order lists, telephone directories, motor users' lists, and other sources of information open to the research man over the water.

Perhaps I may be permitted to quote Mr. Cecil Chisholm's summing up of the situation in his text on *Marketing and Merchandising* (Modern Business Text, x. Vol 3):—

It is almost impossible, in my experience, for a firm which has been in business for less than five years to obtain a really accurate picture of the possibilities of the home and colonial markets for its goods. The only Government figure which is worth anything to the manufacturer is the

figure giving total exports in his line. The maker of chocolates and confectionery, for instance, knows that £17,000 more confectionery was exported from Great Britain in July, 1923, than in July of the previous year. He also knows that the seven months ended July 31, 1923, showed an increase in the total export of British confectionery of nearly £175,000. He knows that chocolate products show a similar satisfactory increase.

But absolutely no Government figures are available regarding the quantities of foodstuffs consumed in Great Britain annually. It is estimated that the total consumption of confectionery of all kinds in this country is 400,000 tons per year. In the annual report of some of the sugar refining companies, it can be found that the annual consumption of sugar in 1922 worked out at 91 lb. per head. But of what practical help are these figures to the manufacturer?

The Home Market

In order to get any useful statistics on the home market, the manufacturer has to institute a close examination of his own. One confectionery manufacturer instituted such an examination at considerable cost recently. His total turnover figures for Yorkshire, with roughly a million population, showed that he was only selling about 3d. worth of his goods per head per annum to the Yorkshire folks. Making an allowance for domestic consumption, and competition by other manufacturers of sweets, jams, chocolates, and making a further allowance for non-sweet eaters, he estimated that his share should come out at not less than 9d. per head per annum for the total population.

Now these figures, expensive though they were to obtain, cannot have any claim to accuracy. They are useful to put before sales managers and salesmen, to give them some idea of the possibilities of the goods. But they are not figures on which the manufacturer can work with confidence; they give no accurate and clear picture of the field which is open to be won by superior production, better selling methods and a high degree of administrative efficiency. Until the Government undertakes a frequent periodic production census, it is not too much to say that the most efficient marketing possible under modern methods will be closed to British makers. This handicap affects export business since it saps the maker's confidence in his "safe" home market.

Now the only point of any interest

to my readers is—what remedy can I suggest? Frankly, I am afraid there is only one—a combined research financed by all the chief makers in the industry concerned.

"That might be easy in America, but how difficult in England!" I hear someone retort. May I just venture one general remark here? In my six days in London I have been astonished by the interest aroused through the *Daily Mail*, *Daily Chronicle* and *Daily Express* investigations in American business methods. I have blushed under praise of our foresight and "economic intelligence" from all quarters.

May I enter one word of caution? You have got us (for the moment!) a trifle idealised! All American business men are not first-rate economists, strenuous salesmen, expert engineers and brilliant financiers. Not by a very long way. Every one of our industries has its marvellous leaders—and its portentous tail. And the tail is just about as "fair-to-middling," just as keen on "rule of thumb," as any conservative European business man.

An Obdurate Majority

One of my last engagements before leaving America for London was to address the principal candy-makers' association on just that subject. At that conference I submitted cut-and-dried plans for common action on research. The leaders of the industry had invited me to do this; they are keen about the project; they hoped I might bring the others into line. But while I could convince 20 per cent. the remainder were obdurate, and so the project hangs until a larger percentage of the industry becomes educated to the need.

Let me assure you that we frequently attempt research for industries quite as backward as any in Great Britain.

What lines do American efforts take in such a case? Briefly, we should rely on personal work by investigators, to supplement the bare and generalised statistics available.

This would be, in the main, a questionnaire type of research, depending entirely upon a considerable quantity of questionnaire sheets. Answers to these would be secured by trained investigators, by personal call upon consumers, dealers, wholesalers, and business houses. Answers secured by mail to questionnaires are in my judgment worthless, for many reasons.

The results would be carefully tabulated and studied to observe the trend.

* Published in London by D. Appleton and Co.

There is a considerable art in the shaping of the questions so as to elicit the unconscious judgment instead of the conscious judgment, which is especially important in the case of the consumer. The range of usefulness of such a service is indicated by the following different divisions of information which could be secured:

(1) **Jobbing or Branch Conditions.** (Checking the service which jobbers or branches give to retailers; ascertaining the names of dealers who handle your goods, or the names of the jobbers with whom retailers habitually deal, etc.)

(2) **Consuming Possibilities.** (Analysis of the possible consumption in a specified territory; calling on consumers to get correct consumer idea; learning per-family consumption, preferences, etc.; feeling of manner of presentation, etc.).

(3) **Trade sentiment.** (Feeling of the dealer on special propositions; analysing proposed price and other changes from dealer's viewpoint, etc.)

(4) **Statistics of Distribution.** (Checking dealers who handle goods; picking out dealers of a specified type; compiling local information as to grade of people, volume of purchases, etc.)

(5) **Checking Sales Work.** (Checking the work of salesmen, jobbers, and branch houses; studying overloading; getting a line on competitive sales work, etc.)

A second division of research that might be used in this case is the statistical research, which takes many forms. One of the most prominent is that of working out what we call in America quota statistics; that is, making researches to determine the exact prospective market for an article in each of many territorial sub-divisions. This makes it possible to work out sales plans much more accurately.

This class of data is, of course, rather expensive in a large country like America. Yet more than one company has been entirely willing to spend half-a-million dollars for it.

Increasingly popular in America is the research by industries; a statistical and analytical report upon the conditions existing in a particular industry. This type of research may be merely a short synopsis type of report aiming to give a quick glimpse of the main facts about an industry, for use in cases where detailed facts are not yet desired. Or it may be an exhaustive merchandising survey covering every possible aspect of the situation.

Such a complete survey may cover the following divisions:

Origin and Development.

- (a) History of product.
- (b) Past development of sales and distribution.
- (c) History of consumption and public attitude.
- (d) General status to date.

Present Production.

- (a) Companies in the field.
- (b) Capital employed.
- (c) Financial history and status.
- (d) Labour and factory conditions.
- (e) Location of plants.
- (f) Volume of business.
- (g) Raw material supply, past, present, future.
- (h) Profit, turnover and costs.
- (i) Types, models, varieties manufactured.
- (j) Personnel of concerns in the field.
- (k) Mortality of concerns in the field.

Good Will and Protection.

- (a) Patent or other exclusive basis.
- (b) Trade-mark and priority status.
- (c) Relative good will standing, principal firms.
- (d) Consumer reputation.
- (e) Peculiarity of article and field in relation to protection and possible future status.
- (f) Competition.

Distribution Conditions and Methods.

- (a) Present channels of distribution.
- (b) Possible further channels.
- (c) Distribution difficulties.

Sales Organisation and Method.

- (a) Types of sales organisation used.
- (b) Sales policies and methods used.
- (c) Sales arguments and general basis of selling.
- (d) Price policy.
- (e) Guarantees and service offered.

Present Consumption Conditions.

- (a) Study of per capital consumption.
- (b) Analysis character of present sales volume.
- (c) State of mind of consumers.
- (d) Conditions affecting consumption.
- (e) Consumption by States and sections.

Future Consumption Conditions.

- (a) Statistical study of maximum selling possibilities by States.
- (b) Graphic comparison of production and consumption curves.
- (c) General analysis of future consumption.
- (d) Study of purchasing power, grades and classes.

Advertising.

- (a) Past methods.
- (b) Present character and trend of advertising.
- (c) Statistics of media and expenditures.
- (d) Outline of needs for future.
- (e) Special methods applicable to the industry.

Competition.

- (a) Study of relation of various concerns.
- (b) Relative strength and weakness.

These industry surveys are found exceedingly useful, not only by manufacturers, but also by others. For instance, advertising agencies have an especially extensive use for such reports, as they must continually take on, at short notice, the work of advertising a new line of goods, and must know a good deal about the industry—and preferably from a source outside of their client.

It is the special merit of the advertising agency that it brings to the advertiser an outside point of view; something the advertiser has not had before. Thus the advertising agent does very well indeed to make contact with the industry through research independent of the advertiser, whether the advertiser pays for it or whether he himself pays for it. In many instances, the advertiser is and should be perfectly willing to pay for an extensive research of the industry.

In addition to the advertising agency there is the banker who has been making increasing use of market analyses. He has found that in making a decision whether or not to underwrite the securities of a manufacturer, it is quite as important to know the status of the industry he represents as it is to know the balance sheet and the inventory. For the same reasons, the engineer, the consultant, the accountant and others have found the industry research important.

The third type of research, which is extensively used in America, is what we call management research. By this we mean special investigations of business problems. It may be the problem of labour turnover; the problem of selling direct instead of through the wholesaler; it may be the problem of the best method of selecting salesmen. There are a host of such management problems, and it is now being realised that to settle them out of hand and on guess work and individual judgment alone is certain to be inadequate. A research properly made will find out the experience of many other firms on this same problem, and bring together the results and digest them carefully, so that a real consensus of opinion and practice is attained.

Truth in Municipal Advertising

A plea for saner and more truthful advertising of towns and cities was made by the Mayor of Portland, U.S.A., at a recent meeting of the advertising club. Things that made municipalities appear ridiculous were the advertising of palm leaf fan parades in December, and summer resorts as bathing beaches in the winter. Tourists were just a side-line and would not build a State. Substantial industries, good transportation facilities, docks, municipal golf links and so on were the things to attract the people who were badly needed. Small well-kept homes were a real asset to a city and should be well advertised.

Thorny Points in Postal Publicity

Have Mailing Cards any Advantage over Sales Letters?

By Max Rittenberg

MANY intending postal advertisers put up this question. Should they use:—

- (A)—A Sales letter, or
- (B)—A mailing card, or
- (C)—A large illustrated folder, in two or more colours?

"Which will be more effective?"

This is one of the thorniest points which can possibly be raised in regard to postal publicity. Skilled and experienced postal advertisers may use any or all of these methods from time to time, and the reasons why they use one or the other are complicated, and by no means easy to analyse in a few brief words.

To be specific, here are some actual cases of usage, and the reasons why one particular method is decided upon.

1.—*Departmental store wants to send out several notices to its list of customers during progress of a sale.*

In the first instance, before the sale, they send out a full catalogue; but during the progress of the sale, they use large mailing cards.

A letter would be out of place in this particular case. It would have to be accompanied by printed illustrations of goods, descriptions and prices—and if a lady received from the store a letter plus a printed leaflet, she would probably disregard the letter and turn at once to the printed matter to see if there were any special bargains which might appeal to her. The letter would be wasted.

Now, the expense of sending out a letter and leaflet, with covering envelope, would amount to at least £7 per 1,000, "all in"; whereas a large mailing card of size about 5 in. by 8 in., would only cost about £3 10s. per 1,000 "all in" on a large mailing.

The advantages are obviously in favour of the mailing card.

Applying the same principle to other businesses, if the announcement is a brief one, and is covered by illustrations and prices with short descriptions attached—if the prospective buyer is likely to realise at a glance the nature of the article offered and its usefulness to him or her, and is chiefly concerned with "how much?"—then the advantage is in favour of a mailing card, or a double postcard which supplies an easy form of reply. The advantage rests both in the lower cost of the postal shot and in the ease of reading it.

I believe that many buyers for departmental stores, for instance, prefer to receive an offer of goods on a postcard if it is a simple, straight-

forward offer—and give it preferential attention over a sales letter.

2.—*A mail-order house sends out an annual shot to customers, thanking them for past orders and offering them a choice of several parcels of goods at below list price.*

This, again, is no case for a sales letter. The goods have to be illustrated and described, which involves printed matter—and since the matter to be printed is extensive, it runs naturally to a large folder in three colours instead of a mailing card. If a letter were to accompany this folder, it would only add to the expense and probably would not bring extra orders. At least, that is the opinion of a firm who have used this form of postal shot for many years past.

The reasons for acting as above are sound, and I think they apply very widely to offers of bargain parcels of goods to those who are already customers of the firm, or at least know it well by reputation, or from previous postal matter sent to them in past years.

3.—*The same firm wants to offer some special inducement to a customer who has not ordered for some time past.*

In this case the firm uses a form letter, carefully matched-in, with a leaflet illustrating and describing the line of goods it is offering to the customer.

Why do they use the letter—why couldn't they bring in their special offer to the customer by some form of over-printing in red, or rubber-stamping? But the idea of this message is something personal to the man addressed—something which fits in with his particular case. I agree that there may be a thousand such customers who all get the same letter, yet they form a class amongst themselves, distinct from the larger mass of customers who are not written to in this way. The message is to that extent "personalised," instead of being a broadcast message to all and sundry—and the letter idea seems to fit in exactly with the circumstances.

This particular firm has used the letter form for a great number of years; and any number of other postal advertisers do much the same thing.

4.—*A motor-hire service firm wants to secure more custom from its immediate district.*

The usual procedure of such firms is to send a sales letter with a good illustration of their hire cars at the top of the letter-heading, and perhaps a small printed enclosure giving their

tariff, in convenient size for the householder to put away in his desk, or other printed form of continuous reminder.

Would a mailing card be equally effective? It could certainly tell the story just as well as a letter. But about the letter there is a certain feeling of "personalising" or exclusiveness—the idea of "We are writing to you because you are one of a few selected people in North London who are likely to hire a motor-car." There is something flattering in the invitation if it is made to appear personal, instead of broadcast to any Tom, Dick or Harry—and for this reason it would seem that the sales letter is the preferable form.

The same thing would also apply to any other form of offer which is to be addressed to a *highly selected* list of people, and is to convey the impression of *not being broadcasted*.

5.—*A correspondence college answers an inquirer.*

Form letters, or letters which are partly form and partly standard paragraphs, are invariably used. There are printed enclosures also, but the letter is never omitted. No part of the follow-up is conducted by mailing cards or folders alone.

This is a general principle which applies not only to correspondence colleges—it belongs naturally to almost any procedure of answering an inquirer. It would be throwing cold water in his face just to send him the booklet he asks for, without a courteous acknowledgment of his inquiry and perhaps a few lines pointing out which part of the booklet or catalogue specially applies to his case.

I suggest it would be a very poor form of economy to omit the covering letter, properly multigraphed and filled in—although many firms have the feeling that they would like to save money by doing so.

They could certainly save immediate cost, but I am sure they would lose far more than that by the orders they would miss.

6.—*A tailor issues an elaborate form of house magazine twice a year—should he send it by itself, or with a covering letter?*

The house magazine is an exceptionally good production, with plenty of humour in it, and it will probably be read with pleasure by a large number of people who receive it.

If it is sent to those who have had a previous number, there is no special reason for enclosing a sales letter. The magazine speaks for itself. The man knows he is receiving it for the reason of being "on the mailing list." But if the magazine is sent in answer to a first enquiry, a covering letter is attached. If it is distributed to people who have never had it before, there is need to explain why it is sent at all—and this again calls for a brief form of covering letter.

Holding the Children and Winning Papa

How Gibbs' Dentifrice Checked a Limited Interest—Child Appeal Enlarged to Pull in the Grown-ups

By L. Lewis

THE advertising of Gibbs Dentifrice presents a very interesting story of a misconception that was gradually built up and of the skilful manner in which it was corrected.

Much of the success of the early campaign may be attributed to an advertising policy carefully formulated and consistently pursued. This policy was to play upon one of the strongest of human emotions—the desire of parents to protect the health and ensure the happiness of their children.

In illustration, this note was persistently sounded. Kiddies were shown in every occupation—robust and healthy children that could not fail to attract the attention of parents. In the copy, also, the safeguarding of the health of the child was the chief argument used.

Direct overtures were even made to the children themselves by the offer of the Ivory Castle Fairy Book, which was an exceedingly clever piece of propaganda.

This campaign met with great success, but it gave rise to a curious misconception which had to be corrected. Gibbs dentifrice came to be regarded by many people solely as a children's dentifrice, and adults did not treat it seriously as a toilet requisite suitable for their use.

Speaking this week to Messrs.



Boisterous Health

The Bounty of Perfect Teeth

Buoyant spirits, light heartedness—light as the flying leathers—endure from early morn to dewy eve with these healthy youngsters. If you would have your children so—and who would not?—let them into the great health secret.

Start them to-day on the twice-daily use of Gibbs Dentifrice. It will safeguard their health and help them to keep sound, sparkling teeth throughout the years. Dentists everywhere are recommending Gibbs Dentifrice. They know the formula and wholeheartedly approve it.

It contains no acid to burn or injure the delicate membrane of the mouth and gums. The fragrant penetrating foam from its important base searches every nook and cranny of the teeth and mouth—reaching danger spots where the brush cannot reach.

It washes away greasy food deposits before they have time to ferment and form those destroying acids.

Gibbs Dentifrice beautifies where it has cleaned. Calcium carbonate, rather than the usual, whitens the light facets. It cannot scratch or wear that precious, lustrous surface.

Make certain that the very foundation of good health is well and truly laid. Gibbs Dentifrice twice a day—once the Dentist twice a year. That is the great health secret.

Your teeth are Ivory Castles—defend them with

Gibbs Dentifrice

Large Size, 1/-; De Luxe 1/6; Popular Size, 7d. Tubes, 1/- & 1/2.

Make! Children love Gibbs Dentifrice, yet it is the most accurate test of good dentifrice. It is the only one that cleanses the mouth and gums, and prevents tooth decay and gum disease. It is the only one that is safe for the child's teeth and gums. It is the only one that is safe for the child's teeth and gums.

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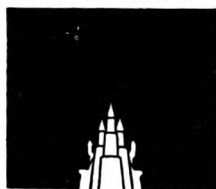
Castles—defend them with Gibbs Dentifrice,” and the offer of the Ivory Castle Fairy Book.

Another interesting feature of the campaign was the linking up of the dentifrice with the other productions of the firm. This was achieved by the offer of two trial boxes, one containing men's and one women's toilet requisites.

Next had to be considered the manner in which the trade should be approached. This was done in a very skilful and frank way. They put the cards on the table for the chemists' inspection. A sixteen-page portfolio, containing many of the 1926 advertisements, together with a detailed week-by-week schedule of insertions in the Press, was circulated among the chemists. Every newspaper and periodical was listed, with an estimated circulation of over one hundred and forty-five millions. This included three whole pages in the *Daily Mail*.

Four-page folders in colour were used as insets in the magazines, as well as 3-colour pages. This impressive list of publications sent to the chemists showed a total expenditure of £30,000 for five months only—February to June of this year—and the portfolio keeps the chemist in touch with Gibbs advertising, and enables him to synchronise his displays with its appearance.

YOUR TEETH ARE IVORY CASTLES—DEFEND THEM WITH GIBBS DENTIFRICE



Danger threatens your teeth

Modern Dentists say Guard them with Gibbs Dentifrice

Dentists everywhere still acclaim Gibbs Dentifrice ideal.

Nothing so penetrating, searching, thorough, as its fragrant foam. It reaches danger spots denied to the toothbrush. Crevices, where food deposits cling and decay starts, are cleansed and purified.

Gibbs Dentifrice removes all "film," but cannot scratch or wear the enamel.

It is death to germs, new life and beauty to the teeth.

Do as dentists do and advise: use Gibbs Dentifrice twice-a-day; visit your Dentist twice-a-year. So will you come to Health—Beauty—the many good things that depend upon sound teeth.

Gibbs Dentifrice in cases, Large size 1/-, De Luxe 1/6, Refills 11d. Popular size 7d. Gibbs Dental Cream in Tubes 6d. and 1/-.

Gibbs Dentifrice

Send for Generous Trial Box

Gibbs have prepared a Ladies' Box and a Gentlemen's Box, each containing 5 useful-sized samples.

Ladies' Box contains: Gibbs' Dentifrice; Cold Cream Soap; Cold Cream; Shaving Cream; Shaving Brush; Dental Cream; Cold Cream Soap; Cold Cream Soap.

Gentle's Box contains: Gibbs' Dentifrice; Shaving Cream; Shaving Brush; Dental Cream; Cold Cream Soap; Cold Cream Soap; Cold Cream Soap.

This generous offer is made to everyone who sends the coupon of Gibbs' Dentifrice. For one each send 1/- for one only send 6d. and state which one is required.

W. W. GIBBS, LTD., 10, COLD CREAM SOAP WORKS, LONDON, E.C.

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with Gibbs—the proved safe dentifrice

Dental Authority pronounce it ideal

Are you satisfied that the dentifrice you use goes deeper into crevices than the toothbrush? Is missing nothing?

The little marks and crevices where germs hide, food deposits cling, and decay starts are forbidden ground to the toothbrush.

But they cannot deny the searching, penetrating foam from Gibbs Dentifrice. It is death to germs. Radiant life to the person's teeth.

Every one so cleaned and purified. Every tiny little hole so polished so that the enamel reveals a lustrous pearl-like beauty.

No grey or harsh substance in Gibbs Dentifrice.

Your teeth are Ivory Castles—defend them with

Gibbs Dentifrice

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The Late Sir Hedley Le Bas

A Personal Appreciation

By Eric Field

HOW shall I who spent years in daily, hourly contact with Sir Hedley Le Bas commence to describe the loss which advertising has suffered in his sudden death? His achievements were so many, his interests so varied, that the task of selection grows more difficult as each incident comes back to mind.

His early days, so I have been told, gave little promise of what was to come. Born in Jersey fifty-eight years ago, the son of the late Captain T. A. Le Bas, the spirited nature, that we all knew these later years, led him, as a boy of eighteen, to enlist in the ranks of the 15th Hussars. Seven years he soldiered there as Trooper and N.C.O., seven years full of incident that only served to turn his adventurous mind towards the finding of new worlds to conquer.



Sir Hedley le Bas

Soon he found them. A brief period with Blackie's, the publishers, disclosed the opportunity that was to lead him to fame and fortune, and 1899 saw the first modest beginning of The Caxton Publishing Company, that in a few short years was to boast an organisation covering every town and village in the country, and was to manifest an entirely new conception of what Instalment Publishing could be.

How the Caxton Grew

Whence he first got the idea of harnessing the power of advertising to his chariot I do not know. Suffice it to say that he was the first book publisher to take the whole front page of the *Daily Mail*. Indeed, he was the first in this country to show that sane, steady, year in and year out advertising could sell books just as readily as it could sell anything else. With its aid, the Caxton grew till it reached a position of undoubted leadership in its particular class, and Le Bas was always the first to admit how valuable it had been to him. It was because of this, perhaps, that his interest in the advertising business was always maintained as is evidenced by the part he played in the early years of the Aldwych Club.

Meanwhile, Le Bas had fallen to the lure of golf, and it was through a casual conversation in 1913 over a game with the then Colonel Seely that the first real advertising was done by the Government. Seely is reported to have said "If your business were getting recruits instead of selling books, how would you do it?" and to have received the prompt reply "In just the same way, of course! By advertising for them." From that conversation sprang a trial campaign in January, 1914, which included the front page of the *Daily Mail*, and which brought 6,000 extra recruits at the low "selling" cost of under 10s. per head.

This experience caused the Government

during those dark days of menace in July, 1914, to include in its precautions an invitation to Le Bas to take charge of the Recruiting advertising with results that all the world knows. In those frenzied days his energies were prodigious. Constant conferences with Kitchener, the difficulties of short circuiting War Office "red tape," and delicate negotiations with the newspapers would have been enough for most men. Not so with Le Bas. Despite the other calls on his time, he became Joint Honorary Secretary of the Prince of Wales' National Relief Fund, and by means of his organising ability, energy and driving power helped to raise the unheard of total of £13,000,000. Nor was this by any means the only charitable appeal to which he lent his aid. The Order of St. John of Jerusalem deemed his work for the Joint Red Cross Appeal so valuable that he was made a Knight of Grace of the Order, while from its first inception he was the Honorary Organiser of the Lord Kitchener Memorial Fund.

But I have not mentioned what was in

some ways his most outstanding success, the advertising scheme which rescued the second War Loan from failure. The ordinary official prospectus appeared, I think, on a Monday. On Wednesday, Le Bas heard that it was not succeeding. We talked it over that afternoon, and next morning he went to see Mr. McKenna who was then Chancellor. He returned at lunch time with instructions to go ahead, and on Saturday morning appeared the first of the whirlwind campaign that was to reap such a signal success, and to bring its creator such a well-earned Knighthood.

From War Loans to War Savings Certificates and Exchequer Bonds was an easy step, and right up to the early months of 1917, when even his robust constitution could no longer stand the strain, Sir Hedley remained practically solely responsible for all the Government advertising.

This is the work for which Sir Hedley will go down to fame, but some of us have other and less formal memories. A just master, a genial, kindly soul, with always a practical thought for the under dog, never forgetful despite his wealth and fame of his old soldiering comrades, a sportsman keen on games, particularly on golf, but above all a straight riding thruster at work or at play—thus will all of us who knew him at all remember Sir Hedley Le Bas, while some of us know that we have lost a real friend.

The Consultant's Exams.

One Woman Candidate—Overseas Applications Problem

By Herbert Peacocke, F.I.S.A.C.

ADVERTISERS who, after weighing the pros and cons of publicity, hand over their money for experts to spend, may not often realise how much those so employed have to know before they are considered competent, by their own craft, to act as advertising guide, philosopher and friend. But any advertiser who could have looked into a certain room at King's College (University of London) one of the afternoons or evenings last week, while the annual examinations of the Incorporated Society of Advertisement Consultants were being held, would have had his eyes opened to the remarkable variety of highly technical knowledge, and alertness of mind, which the candidate must possess before he gains even an intermediate certificate.

The students' desks were occupied by a large number of men—and one future woman consultant—who are at present taking instruction in the principles of advertising or occupying posts in the offices of agents or consultants, or the advertisement departments of newspapers or firms which conduct their own publicity. They were of all ages, and came from practically all parts of Great Britain and Ireland.

An interesting development of this year's examinations were applications for entry from New Zealand and from South Africa. It was impracticable, of course, that candidates should travel such great distances to attend the examinations in London, but at their request the Council of the Incorporated Society are considering the best means of enabling them to "sit" in their respective countries. The suggestion which found favour at a council meeting a few days ago was that special papers should be despatched to a notary or commissioner for oaths, who

would certify that the answers were completed in the scheduled time.

The questions for these examinations are drawn up by the Council, over a period of some months in advance, in such a way as to cover the entire range of modern publicity; each candidate, whether for the Intermediate or Final certificate of the Incorporated Society, must show that he is qualified in theory and practice, to deal with problems that occur in the business day of a consultant—though it may be mentioned here that these certificates do not in themselves entitle to membership of the Society.

The candidate for the "Intermediate" must be wary with this question:

You have a drawing with human figures facing towards the left; it is desired they should face towards the right. Can anything be done?

He will earn no marks if he does not perceive that reversing will bring buttons or handkerchief pocket on the wrong side.

Candidates for the "Final" must be no less on the alert when, having proved a thorough working knowledge of the technicalities of their craft, with this:

You are asked to advise on the possible registration of the word "Butta" as a trade name for advertising a preparation consisting of 50 per cent. pure butter and 50 per cent. nut margarine. Draft your reply.

If he is conversant with Trade Mark law, he will realise that "Butta," as a word having direct reference to the character of the goods (and also as likely to deceive) will probably bring his client into conflict with the authorities. Equally important is it that he should also know such a preparation is an illegal mixture.

It is hoped to publish the results before the end of April.

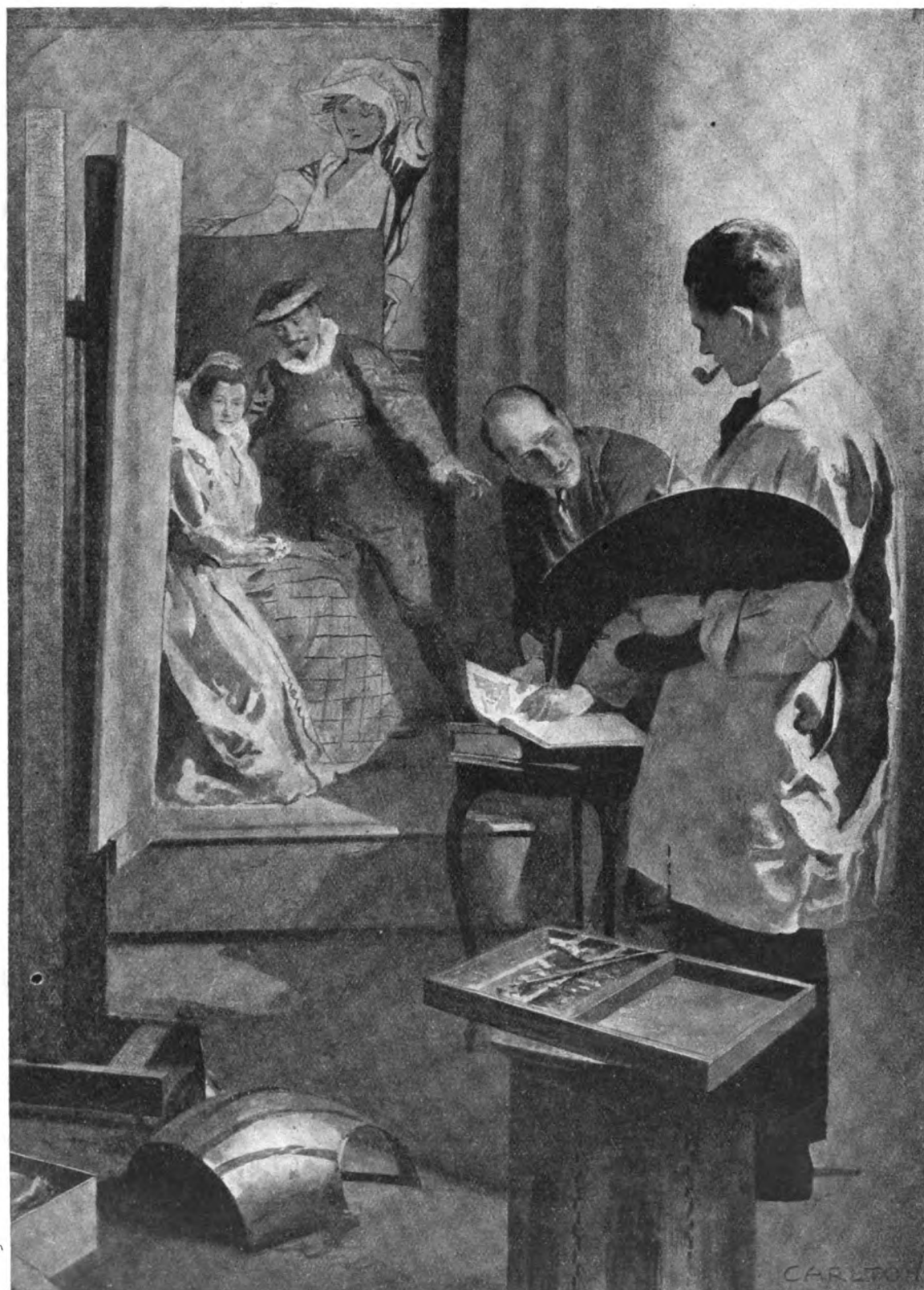


Financial Advertising *in* **The Times**

THE volume of financial advertising carried by "The Times" in the first two months of 1926 shewed an increase of more than 30% over the total for the same period in 1925.

In this class of advertising "The Times" is beating its own records. It has no others to beat. It stands easily first in its power of appeal to men and women with money to spend and to invest.

THE
ADVERTISEMENT MANAGER,
PRINTING HOUSE SQUARE,
LONDON :: :: :: E.C.4



REASONS

WE are widely known as the largest and most important group of artists devoted to Commercial Art. What, however, are the reasons for our work — rough sketch or finished drawing — being, in quality and value for money, the best obtainable?

Many of the CARLTON artists are men with international reputations. All the artists work under one roof, most of them having their own studios. The conditions are ideal for the production of the best drawings. Every artist is provided with the necessary models, costumes and effects that will help him to do better and more accurate work. The most comprehensive artists' Reference Library is maintained here for the same purpose. Working in close conjunction with the artists are expert idea and copy men.

Equal skill, equal choice of talent, equal facilities are not to be found elsewhere. Whether you need a large painting or a small line drawing, Carlton art work is the work for you. Ask us to quote.

CARLTON *Ltd* STUDIO
Carlton House,
Great Queen Street,
Kingsway, London,
W.C.2.

Ad. News in Brief

Big Agency Amalgamation—An Outdoor Complaint—
Warnings Against Imitation—Heavy-weight Poster

Important Amalgamation

This week Messrs. Roy Hardy, Ltd., of High Holborn, absorbed the 50-year-old business of Messrs. Charles Tayler & Co., Ltd. The records and most of the staff have been taken over, together with all the accounts of Messrs. Charles Tayler & Co., Ltd., which include a large amount of miscellaneous advertising. Property and West End modiste publicity forms a great part of the business. Mr. H. Knight, Messrs. Charles Tayler's manager, is devoting himself to his old accounts under the new regime.

N.A.B.S. Annual Meeting

The Annual General Meeting of the National Advertising Benevolent Society will take place on Monday, April 26, at Anderton's Hotel, Fleet Street, at 6.15 p.m. Nomination forms for officers and Members of the Council can be obtained on application, and must be returned to the Clerk by Monday, April 12.

An Unmade Correction

An unfortunate oversight in proof-reading in last week's issue, we regret, caused considerable annoyance to Mr. T. P. Fletcher, manager of the Blackpool Billposting Co., Ltd. The designer of the firm's advertisement, in drafting the wording, put "T. P. Fletcher, Esq., Manager"—an unintentional piece of snobbishness which Mr. Fletcher promptly desired to correct. The correction was not made, and we trust that Mr. Fletcher will accept this expression of our regret.

Popularising the Teapot

American business firms who ridiculed the English custom of afternoon tea in the office are now encouraging the habit to make staffs more good-humoured and efficient, said Sir Charles Higham at a luncheon to which he was entertained at the Savoy Hotel last week by the Self-Supporting Empire League. Sir Charles is making his third visit to the United States to popularise Indian tea. He sailed in the *Leviathan* on Wednesday. The League's object is to stimulate trade in Great Britain and the Empire and to secure a demand for Imperial products. Sir Archibald Weigall, who presided, pointed out that since Sir Charles Higham's last visit to America tea consumption has trebled.

Harrow Objects

At the meeting of the Harrow Council the Surveyor's Committee reported having had under consideration the question of the use made of the parapet on the Roxborough Bridge for the purpose of advertisements. They recommended the Council to protest to the Metropolitan Railway Company against what had been done.

Epidemic of Copying

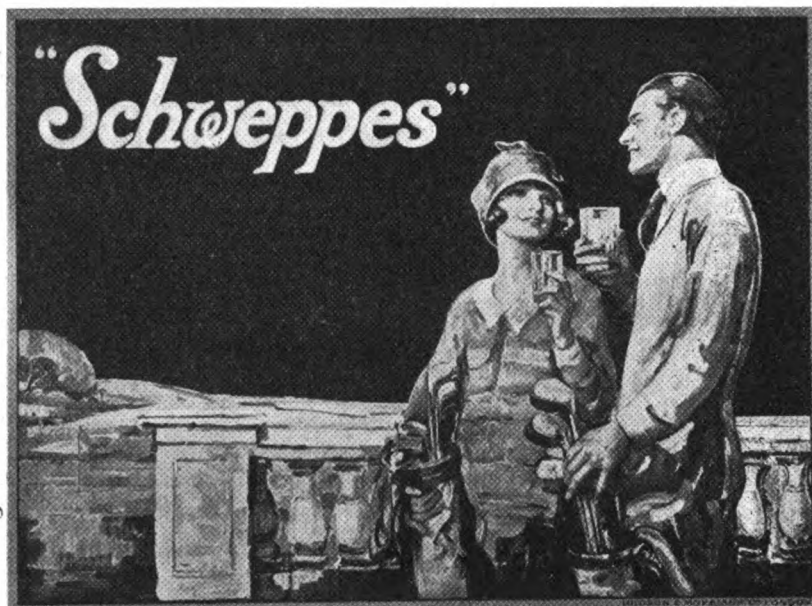
Three advertisements appeared in the Press last week drawing attention to efforts at imitation on the part of competitors. In the new Drage advertisement, Mr. Everyman's headline reads, "I see Your New Drage Way has been imitated, Mr. Drage." Dri-Ped, Ltd., offer a £5 reward for information against dealers offering other leathers as Dri-Ped. The new Army Club cigarette advertisement has a headline reading "This they cannot copy," attention being drawn in the illustration to the actual tobacco used in the cigarettes.

A Correction

The extract referring to the Saward Baker Service quoted in their advertisement last week as from the ADVERTISER'S WEEKLY of March 12, originally appeared in a four-page advertisement of the firm which was inset in the WEEKLY of that date, and was not an editorial expression of opinion.

Advertising Textiles

Valuable hints to retailers of textile fabrics were given by representatives of Brown, Muff & Co., Bradford, at a meeting of the Halifax Textile Society on March 24. Mr. Boustred maintained that the claim of the average advertising agent to be able to sell anything could not apply to textiles. In advertising fabrics there must be something to intrigue the public more than usual.



The new note in Schweppes' Mineral Water Advertising

"Demoralising" Wax Figures

A letter received at the Bradford Town Hall protests against the use of wax models for the display of lingerie. The writer asserts that these have a regrettable and "demoralising" effect upon the young men and maidens of the country. They are described as "highly suggestive." Mr. Arthur Busby, who is organising classes on Window Display at the Bradford School of Arts and Crafts, states that the models are absolutely necessary and will not be cut out of the demonstrations.

"The Masterpiece" on the Hoardings

The Whiteway "whole-space half-tone" advertisement which was the subject of discussion in the WEEKLY on February 19 is now appearing set in a frame like a rare print, with a scroll title "The Masterpiece," and is being used as a 16-sheet poster, beautifully printed.

An Unusual Weight

The new Schweppes' 32-sheet poster is a design by Stanley Davis, reproduced in fifteen colours. The poster has taken more than six months to produce and the paper is 200 lb. 60 by 40 paper, which is an unusual weight for a poster. Messrs. Hudson & Morrison, Ltd., produced the poster. They have recently bought a large factory at West Norwood, which used to be possessed by Messrs. C. J. Culliford & Sons, Ltd., and have retained the old workmen and the same artist department.

Rates and Specimens Wanted

The Insurance and General Publicity Service, 11, Adam Street, Adelphi, W.C.2, want rate cards and specimen copies of all classes of publications.

Put **I**deas in your campaign
It sells in the home

COMPANY MEETING.**UNITED NEWSPAPERS (1918) LTD.****'DAILY CHRONICLE' NORTHERN EXTENSION.****INCREASED TURNOVER AND PROFITS.****STRONG PREFERENCE SHARE POSITION.**

The annual meeting of United Newspapers (1918), Limited, was held yesterday at the offices of the company, 3, 4 and 5, Salisbury-square, E.C.4.

The Right Hon. Charles A. McCurdy, P.C., K.C., chairman and managing director of the company, presided, and in moving the adoption of the report and accounts, said:

"The years 1924 and 1925 have been years of continued progress and development of the business of United Newspapers.

During that period great changes have been effected in the *Daily Chronicle* by its enlargement from a six-column to a seven-column page, the dedication of the front page to the increasing demands of advertisers, the addition of a picture page, and many new features.

At the commencement of last year we carried out a carefully-prepared scheme for the simultaneous printing and publishing in Leeds and London of the *Daily Chronicle* for the double purpose of giving our readers in the North of England, in Scotland and in Ireland the fullest and latest news at the earliest possible hour, and opening more completely to our advertisers the important markets which Yorkshire, Lancashire and the industrial North afford.

This great extension of our business was resolved upon after full consideration of the responsibilities involved; but with a keen realisation that great opportunities would thereby be placed at the disposal of our advertisers if we had the necessary courage and resources.

The report and accounts now presented to you show the complete success of that enterprise—in enlarged turnover, increased revenue and increased profits.

Our thanks are due to the directors and staff of the Yorkshire Liberal Newspaper and Publishing Company, whose efficient and loyal co-operation contributed greatly to the success of our first year's working.

PREFERENCE SHARE POSITION.

We have also during 1925 carried out a rearrangement of our capital into:—612,504 7½ per cent. cumulative Preference shares; 616,504 Ordinary shares.

Of the cumulative Preference shares 550,000 were offered for sale to the

public and largely over-subscribed, more than 100,000 being taken up by employees of the company. The result has been to bring to our registers, as new shareholders of the company, nearly 4,000 of our readers and friends, thereby establishing new bonds between ourselves and our readers, which we regard as of continually increasing value to the company.

Towards the end of the year the opportunity presented itself of acquiring a substantial interest in the Yorkshire Liberal Newspaper and Publishing Company, Ltd.—proprietors of the *Yorkshire Evening News*, one of the most important evening journals in the North of England, and the *Doncaster Gazette*. Both properties have a long and progressive record of success. We seized the opportunity, and have thereby consolidated our business interests in the North and permanently secured our base for the printing and publishing of the *Daily Chronicle* Northern Edition.

The *Sunday News* and the *Edinburgh Evening News* continue to progress in reputation and revenue.

During this period of development and extension we have pursued a conservative financial policy. Year by year we have paid off our debenture stock, which has thus been reduced from £460,000 to £53,000, and this £53,000 we propose to pay off during the current year. We have gradually accumulated a reserve fund which now amounts to £305,000. Except for the purchase of newspaper interests, all the developments and extensions of our business have been financed out of revenue without resort to any fresh capital issue.

The already ample security for our Preference shareholders is being materially increased, not only by the extinction of all prior charges on the one hand, but also by the acquisition of further assets. Application has now been made to the Stock Exchange for an official quotation of these shares.

One observation I have to make on the balance sheet. The figure of £532,518 shown as the value of the company's investments is very considerably below their actual value.

12½ PER CENT. DIVIDEND.

The profit and loss account now presented speaks for itself.

The net profits for 1925, after meeting charges of every description, including provision for income-tax, cost of management, directors' remuneration, and depreciation, amounts to £142,774—one of the best years in the history of the company—a result very gratifying in view of the exceptional outlay on development which was incurred during that year.

With the sum of £105,899 brought forward from 1924, the sum at our disposal is £248,173, of which £24,081 has been paid as dividends on the preference shares.

We recommend a final dividend of 7½ per cent. on the ordinary shares, making, with the interim dividend of 5 per cent. already paid, 12½ per cent. for the year, which will absorb a further sum of £81,149. We are allocating £40,000 to the reserve fund, bringing it up to £305,000, as I have already mentioned, and we propose to carry forward the balance of £122,992.

These results have been obtained in a period of rather pronounced trade depression, but there are many signs of coming improvement in trade which we hope to share.

No barometer is more sensitive to the pulse of the home markets than the advertisement revenue of a national newspaper, and the experience of all our journals during the first three months of 1926 has been such as to make us anticipate the course of 1926 with confidence.

Finally, I desire to refer to the gratifying success of the Staff Provident Fund, which we inaugurated only two years ago, and which already has a membership of 1,189 and accumulated funds amounting to £14,000, all of which by the desire of the members is invested in the 7½ per Cent. Cumulative Preference shares of the company. By the desire of the members, the contributions of the staff will be increased this year, and with an increased contribution from the company we hope to see the fund increase by another £15,000 during the current year.

Dividend warrants for the final dividend on the Ordinary share capital will be posted to-day."

The report and accounts were adopted, and the proceedings terminated with a vote of thanks to the chairman and directors.

C.O.D. BEGINS WITH SMALL ORDERS

Traders and Public testing the System carefully—Farmers want bigger Parcels

THE new C.O.D. system came into force on Monday. When the Government's intention was first announced, most of the trade organisations opposed the idea.

This opposition seems to have been modified considerably, for it has been realised that Great Britain is the only important country in which the system does not operate.

In the first C.O.D. advertisements which appeared in the Press on Friday, Saturday, and Monday last, the big retail houses gave details of the scheme and the way in which it will operate for their customers. Indeed, many firms went so far as to offer concessions to those who took advantage of the new system.

At the last meeting of the Incorporated Association of Retail Distributors, the members were recommended to pay the poundage fee on all goods sent C.O.D. where the orders exceeded one pound in value. This suggestion has been adopted by such firms as Gamages, Barkers, Derry & Toms, Pontings, and Selfridges. Some firms, such as Lewis's of Manchester, offer to pay all C.O.D. charges without any restriction as to the amount of the purchase.

C.O.D. and Farmers

Farmers are almost unanimous in welcoming the scheme. A resolution of gratitude to the Postmaster-General for his decision was moved at the meeting of the Central Chamber of Agriculture on Tuesday. The only criticism the chamber has to make with regard to C.O.D. is that parcels are limited to 11 lbs. in weight. They hope that the Post Office will shortly see fit to increase the weight limit to 16 lbs.

One feature of the system will be the ease with which the housewife will be able to obtain regular weekly supplies of farm produce from the farmer.

Boot and hosiery manufacturers are generally agreed that they will benefit by C.O.D., and fruit growers anticipate that they may be asked to send fruit direct to many consumers.

Opportunity for Fraud

Some business men are opposed to C.O.D. on account of the opportunity that is offered for fraud or misrepresentation. One leading business man says, "We must not overlook the danger of fraudulent trading. The housewife is not allowed, under the scheme, to open the parcel until she has paid the postman. What is there to prevent inferior goods



Cash on Delivery

Mac Fisheries' Special Scheme for Country Customers

MAC FISHERIES Ltd. believe that the new Post Office Cash on Delivery Parcels scheme will be taken advantage of by the public, especially in the distribution of food products to country residents.

Mac Fisheries have already completed their organisation for dealing with cash on delivery orders. On March 29th they will be ready to send per parcel post any quantity of fish (up to 11 lbs. in weight), to be paid for by the customer on delivery.

Fish, above all products, requires quick delivery, and it is urgent that all customers obtain their fish from the nearest Mac Fisheries depot so as to reduce to a minimum the time it is in the post.

Customers are, therefore, strongly advised to write to Mac Fisheries Ltd., Lever House, Blackfriars, London, E.C.4, for details and for the address of the nearest Mac Fisheries depot from which parcels of fish can be sent C.O.D.

The new Cash on Delivery scheme gives country residents, remote from shops, an opportunity to use the greatest British organisation for the distribution of fresh fish of the highest quality—Mac Fisheries.

Send postcard to-day for particulars to

Mac Fisheries Ltd

Lever House, Blackfriars, London, E.C.4

One of the first C.O.D. advertisements which appeared on Friday last

being sent? Once the housewife has paid the postman she has little or no redress."

It is felt, in spite of this warning, that business enterprise and the need for consolidating good will will prevent any such development.

There is no doubt that C.O.D. has been well received by trade, and it now remains to see how the scheme will be appreciated after it has been in operation for some time. The greatest opposition seems to come from the smaller retailers, who consider that they will lose a certain amount of business to the big London stores.

Mr. A. M. Samuel, M.P., Department of Overseas Trade, and Sir Max Muspratt have consented to be present and to speak at the Manufacturers' Session at the Blackpool Convention.

306 REGISTRATIONS FOR BLACKPOOL

More details of the Programme—Margate next year?

THE registrations of delegates for Blackpool are coming in well. Already 186 registrations have been received from the provinces and 120 from London. Manchester heads the provincial cities with a delegation of 61.

The following are the numbers of registrations received so far:—

Birmingham, 6; Blackburn, 4; Blackpool, 15; Bradford, 10; Buxton, 3. Cardiff, 1; Cheltenham, 1. Dublin, 2; Dundee, 4. Glasgow, 26. Harrogate, 1; Hull, 4. Kendal, 3. Leeds, 22; Liverpool, 7; London, 120. Manchester, 61. Newcastle-upon-Tyne, 2; Nottingham, 2. Plymouth, 2. Sheffield, 1; Southampton, 2; Southport, 4; Stockport, 1; Stoke-on-Trent, 1. Walsall, 1.

The Use of Conventions

Mr. Harold Vernon addressed the second "Blackpool 200" luncheon of the Publicity Club of London on Thursday last, at the Coventry Restaurant.

Some people, he said, wondered whether the service they gave in organising and attending conventions was worth while. He could give many instances of men who had benefited to an enormous extent from such gatherings. One example which he had had permission to mention in public was that of Mr. Greenly. That gentleman joined the party which visited Atlantic City three years ago. While in America he met an American publicity man who explained the manner in which he used photography in advertising. Mr. Greenly was invited to his office to see the methods employed, and the result was that, when he returned to London, he was able to work up his business to its present large and prosperous condition. They would all remember the first Craven "A" advertisement, in which Mr. Greenly himself appeared smoking a cigarette, and this was the first time that photography was used in connection with cigarette publicity.

At the luncheon on Tuesday, Major P. C. Burton gave some interesting particulars of Blackpool programmes.

The Next Convention?

At a meeting of the Standing Committee of the Margate Chamber of Commerce last week, it was reported that an invitation had been sent to the Advertising Association to hold its 1927 Convention in Margate, and that the matter would be considered at the Blackpool conference in May.



At the Hub of Industrial Wealth
Daily Dispatch
EVENING CHRONICLE





March 14th

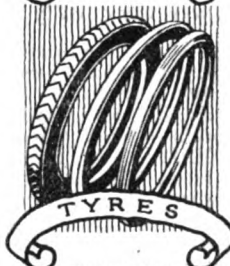
AND THEY STAY IN



The same articles
were advertised in
Empire News one
week later.

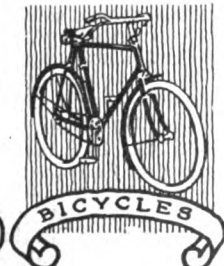
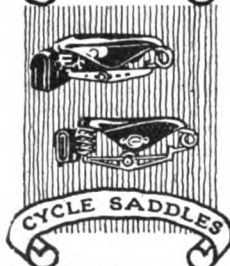
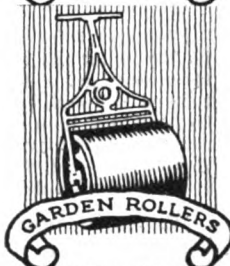


They were also in on
March 21st, and yet
again last Sunday.
It pays to stay in



EMPIRE NEWS

IT PULLS—AND PULLS —AND PULLS



A Short Intimate Talk Broadcast from the YORKSHIRE EVENING POST.

OUR BUSINESS RESEARCH SERVICE.

AT the last meeting of the Leeds Publicity Club there was a discussion on the assistance which a newspaper can give to those who advertise in it—not assistance by free "puffs," which were once much in request, but by furnishing data to manufacturers and distributors which will enable them to gauge the possibilities of any given territory.

The *Yorkshire Evening Post* has a department for this very purpose. It is at the service of any bona-fide inquirer. In it is accumulated a mass of facts and figures bearing on the industrial West Riding—a rich field for all merchandise, whether it be the high-priced article of luxury or the every-day necessity of daily life.

If you are in need of particulars concerning any part of this populous area, write to *The Yorkshire Evening Post* about it. We maintain branch offices in Bradford, Hull, York, Huddersfield, Dewsbury, Keighley, Barnsley, Harrogate, Doncaster, Scunthorpe, and Mexborough, and what we do not know about any part of Yorkshire we are prepared to find out.

Perhaps it is as well to state plainly what we are not prepared to undertake. We have always refused and shall continue to refuse to send out men to solicit orders for the goods to be advertised. This is the manufacturer's or distributor's responsibility.

We can be useful in the preliminary stages of a campaign (surveying the market, indicating the better-class districts, the artisan areas, the hard-put-to-it localities, with any special information desired), and in reporting upon any particular phase of the campaign when it is in operation, but we do not provide salesmen.

Also, we would remind manufacturers and distributors that *The Yorkshire Evening Post* is the leading evening medium North of Manchester. It carries double the number of inches of advertisements contained in its nearest competitor, and by simultaneous printing and publishing at Doncaster gives a service from Newcastle to Lincoln.

Albion Street,
Leeds.

Scot Lane,
Doncaster.

CLUB NOTES & NEWS

WHAT'S ON

Regent.—Caxton Hall, 7.30 p.m. Wednesday, lecture and demonstration on Display and Window Dressing, by representatives from Messrs. Selfridge's.

Glasgow.—Grosvenor Restaurant, 1 p.m., Friday next, "The Church and Advertising," Rev. C. Guthrie Cooper.

Hull—Trade Follows the Advertising Flag

Speaking at the meeting last week, Mr. W. H. Harford said that modern advertising meant new life to business. Some business men regarded advertising clubs as a joke, but within a year or two of their inception business people found they had to change their attitude and adopt the new mode of selling.

Trade always followed the flag of advertising. No firm could advertise well and be a bad business, for immediately it began to advertise its weaknesses were exposed.

London—Importance of Business Research

Mr. J. George Frederick, at the meeting on Monday evening, gave some interesting details of the extent to which business research has developed in America. Business research had, he said, added half-a-billion dollars to the total amount of advertising in the States.

The periodicals in America had developed research departments which were nothing short of remarkable. A big advertiser could secure not only facts concerning the market, but the closest merchandising co-operation. The periodicals could show, by means of gigantic maps, the exact location of every retail business and every fact concerning that business.

The greatest development in market research had been on the part of the manufacturer. Burrows Adding Machine Co., at one throw, spent 500,000 dollars on market research. It aimed to secure the story of the market by the smallest geographical subdivisions. It realised that the business that knows its customers best is the most successful business. The Burrows Co., Ltd., as a result of research, obtained a ten years' start on all its competitors.

By means of business research, American manufacturers had been able to cut down their waste to a minimum. An advertising agent in New York was advertising talcum powder. When he commenced, everybody told him that the main appeal was purity. He refused to take this for granted and, as a result of research, established the fact that purity was third on the list of appeals, and that scent was by far the strongest. This research enabled the agent to eliminate all waste advertising, and make that particular powder the best known in the States.

Market research also annihilated time in advertising, for it enabled a result to be secured in one year instead of three. The chief factors in industrial progress were men, money, information and policies. It was in information that the

greatest strides were being made, in the form of market research.

The business which knows its customers best, said Mr. Frederick, is the most successful business. It had been hard to make people realise this, but at last the fact was being accepted. No new development came along without being criticised adversely, and there were also plenty of unworthy people prepared to ride upon a wave of popularity. One had not to be deterred from accepting market research because one had seen a failure on the part of one of its less worthy practitioners. Markets, appeal and even goodwill were capable of accurate measurement, and it was in this measurement of the intangible that the work of research rested.

Mr. Frederick told an interesting story of a firm who built an enormous factory, palatial offices—and a wonderful stationery department—in order to produce a new patent. An expert on market research who was then called in, informed them that if the factory worked for three months it would turn out the total amount that America could ever consume. He told them to sell the factory and get out quickly. Instead of doing this they set to work and lost almost twice the amount of money foretold by the research expert.

Birmingham—"Rally Round Britain" Campaign

"A Wayside Pulpit" was the title chosen by Mr. J. H. Carmichael for his stirring appeal to "Rally round Britain" on Wednesday of last week.

He said that he had been interested for a long time in the question of overseas advertising, and he believed that only by a great national effort to advertise British goods could this country ever gain a front place in the world's trade and overcome the difficulty of its high prices.

The great need at the present time was to overcome the slackness of our industrial conditions and he believed that publicity could help in this direction. Eighty per cent. of our food came from abroad, and our lack of keenness as a nation was keeping that food dear. The problem of high taxation would solve itself if the national output could be doubled.

To revive the dormant sense of duty of the nation as a whole, he suggested that we should adopt a series of messages bearing the slogan "Rally Round Britain" and broadcast them throughout the country. By displaying such messages in offices and workshops outside public buildings, town halls and churches and in daily and weekly newspapers we might establish a "Wayside Pulpit" that would do very real good.

He added that if this thing were to be a success it must be free from any suggestion of "axe-grinding" and must appeal to the sub-conscious mind alone.

London—Jury Award Prizes for Public Speaking Competition

At the last meeting of the Public Speaking Section, Mr. Alfred Robinson dealt very thoroughly with the preparation of notes and speeches. Mr. Robert Thornberry was in the chair.

Immediately following Mr. Robinson's address, the following members of the Section acted as Jury: Miss A. Wilson, Miss A. Burton, Mr. H. Steele, and Mr.

A. S. Gill, and they judged manner and gesture, voice and procedure, phrasing and matter respectively.

The speeches of competitors on various subjects were of a very high order, and this evening served as a good rehearsal for the last meeting on April 13, when the contest for the cup presented by the Regent Advertising Club will be held.

Mr. John Rosswick won the first prize, Miss Parnell Bailey the second, and Mr. Wolff and Miss Goldberg the books.

Northampton—Necessity for More Export Trade

“What About Your Export Trade?” was the subject dealt with by Mr. Eric Field at a meeting of the Northampton Business Men's Association on Wednesday of last week.

Mr. Fred Jones presided.

The speaker said the study of the Board of Trade returns for the year 1925 must give food for very serious thought to all who were concerned with their country's welfare, for they showed that whereas imports had increased over the previous year, exports—and it was in the figure of exports that sound prosperity was to be discerned—had seriously decreased.

The serious position was disclosed that after making due allowance for the change in price levels, imports had increased about 9 per cent. over their pre-war level in volume, while exports were about 25 per cent. under 1913.

If each individual manufacturer in this country would devote his attention to a careful study of the world markets, and his energies to the capture of each market that his investigation disclosed, our trade figures would soon balance, unemployment would vanish, and prosperity would once again smile upon these islands.

SUCCESSFUL YEAR FOR THE “DAILY CHRONICLE”

Final Dividend of 12½ per cent.—
Big Reserve Fund

“One of the best years in the history of the company” was reported to a contented meeting of shareholders in United Newspapers (1918), Ltd., at the annual general meeting this week.

The profit and loss account showed a net profit after meeting charges of every description, including provision for income tax, cost of management, directors' remuneration and depreciation, of £142,774. With the sum of £105,399 brought forward from 1924 making a disposable sum of £248,173, the directors recommended a final dividend of 7½ per cent. on the ordinary shares, making 12½ per cent. for the year.

A further £40,000 was allocated to reserve, bringing it up to £305,000 and the balance of £122,992 was carried forward.

Mr. C. A. McCurdy, the chairman and managing director, in his speech to the meeting pointed out that these results had been obtained in a period of rather pronounced trade depression.

“No barometer,” he said, “is more sensitive to the pulse of the home markets than the advertisement revenue of a national newspaper, and the experience of all our journals during the first three months of 1926, has been such as to make us anticipate the course of 1926 with confidence.”

Mr. McCurdy also stated that the northern edition of the *Daily Chronicle* was firmly and successfully established.

WEIGHTS & MEASURES

OUR ingenious friends of the magazines have a happy way of making statistics palatable.

They show us pictures of huge bottles of milk beside diminutive Nelson's Monuments; colossal silk stockings supported by minute Customs Officers.

Their example is admirable, and we hope we are contributing effectively to the literature of this type when we point out that the family purse of the people who make 371,000,000 journeys each year on the L.N.E.R. reaches into every shop, store and market-place on the Drier Side of Britain.

And the hand that holds this purse carries home the goods advertised by poster on 2,500 L.N.E.R. Stations. Enterprising magazines, please copy.

POST YOUR POSTER ON THE L.N.E.R

Apply for rates to Advertising Manager,
L.N.E.R., King's Cross Station, N.I.
Telephone: North 4200. Telegrams:
“Vertishead, Rail, London.”

Use the WOMAN'S MAGAZINE and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

Telegrams: Tracts, Fleet, London.
Telephone: Central 8428-8429.

Publication Notes and News

Boat Race Souvenir

The *Daily Graphic*, to advertise their Boat Race Souvenir Number, issued contents bills printed in Oxford and Cambridge blues.

1846-1926

The *Rugby Advertiser* on March 26 issued a supplement on art paper showing the growth since its foundation in 1846. Photographs were reproduced of the founder and present directors. There were also shown views of the various printing and dispatch departments as they were until recently and as they are at the present time.

"The West is Best."

Under this heading, the *Western Morning News* commenced on Tuesday publishing a page of advertisements which should prove of considerable assistance to those requiring holiday accommodation in the West Country. This special feature will appear each Tuesday and Thursday throughout the holiday season.

Directory of Paper Makers

Marchant Singer & Co. have published their *Directory of Paper Makers* for 1926. It is a 250-page book, and contains an alphabetical list of paper makers, paper representatives in London, wholesale stationers in London, and much other useful information.

400 Pages of Advertisements

The *Ironmonger* for March 27 contains 400 pages of paid advertising. It is the special spring number.

Journal for Listeners

Messrs. Iliffe and Sons, Ltd., proprietors of the *Wireless World*, ask us to state that the announcement by a news agency to the effect that this journal is about to be incorporated in a new wireless publication called the *Listener* is incorrect. The facts are that the issue of the *Wireless World*, dated March 24, and thereafter the first issue of each month, will include a section entitled "The Listener," which will contain notes on the activities of the Wireless League for the information of members and prospective members of that organisation. The *Wireless World* will remain, as hitherto, an entirely independent journal. Members of the Wireless League who wish to keep in touch with the activities of their organisation will be able to do so by purchasing the *Wireless World*.

Special Furniture Issue

The special spring number of the *Furniture Record*, issued this week, contained 160 pages. This included a 28-page supplement on tinted paper dealing with the furnishing industries of Birmingham. Apologies were made to advertisers whose blocks and copy were destroyed when the offices of the paper were burned out on the previous week.

"Tell the World."

Under this heading, Mr. Lawson E. Trout contributed an interesting general article on advertising in the *Birmingham Evening Dispatch* on Thursday last. He gave some interesting illustrations of unconscious humour in advertising.

Saying it with Flowers

The Lincolnshire, Boston and Spalding *Guardian* newspapers are assisting the propaganda of the local bulb-growing association in a novel manner. The proprietors of the newspapers have sent a box of Lincolnshire daffodils as an Easter present to a selected list of prospective clients. In a covering card, they state that any expression of opinion on the part of the recipients will be conveyed to the local Bulb-Growers' Association.

A Finchley Record

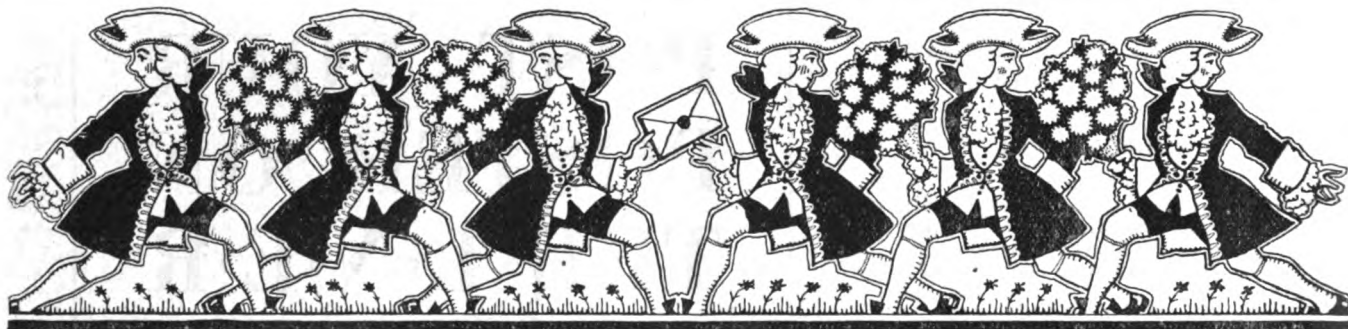
The *Finchley Press* for March 26 was a record issue. It contained 96 columns, 65 of which were advertisements. The paper was taken over 12 months ago by Sir Charles Morgan-Webb, who, with his son, Mr. Charles Croften Morgan-Webb, late of the *Express and Echo*, Exeter, is associated with the management.

Easter Shopping Page

The *Nottingham Guardian* on Saturday published a special composite page in connection with Easter shopping. The advertisement section of the page was well supported.

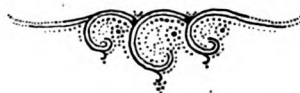
Clever Enamel Propaganda

The Carlton Studio, Ltd., have produced a very clever and artistic booklet for the manufacturers of "Bitumastic" enamels and solutions. It is entitled "You cannot have corrosion—if you use Bitumastic," and this scheme is carried through the entire booklet. Coloured marginal sketches of bridges, gas works, cranes, and so on, where the use of the enamel is advised, surround articles which point out technical advantages of Bitumastic productions.



IF YOUR GOODS ARE FOR WOMEN,
YOUR ADVERTISING IS FOR
WELDON'S

FAMOUS FASHION JOURNALS



WELDON'S LTD. 30.32. SOUTHAMPTON ST. STRAND, LONDON, W.C.2

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes
and Reports of Interest to
the Advertiser

JOINT STOCK COMPANIES

At the expiration of three months from March 26, the names of the following companies will, unless cause is shown to the contrary, be struck off the Register:—
Bennett Press, Ltd.
Milford Press Agency, Ltd.

VOLUNTARY LIQUIDATIONS

(NOTE.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.)

Jetleys, Ltd.—Resolved, March 12, that the company be wound up voluntarily, and that Mr. Wm. F. Allvey, F.C.A., 27, Southampton Street, W.C., be appointed liquidator.

Mine Host Magazine, Ltd.—General meeting of members, at 30, Gerrard Street, W., on April 30, at 5 p.m., to hear report of liquidator on voluntary winding-up. Liquidator:—H. Franklin.

PARTNERSHIP DISSOLVED

Bradmore's (Percy John Morgan and George Campbell McFarlane), carrying on business as publicity specialists, printers and publishers, 20-22, Norwich Union Chambers, Congreve Street, Birmingham. Mutual dissolution, March 22. Debts by P. J. Morgan.

BANKRUPTCY PETITIONS PRESENTED

Edwin Herd, of 144, High Street, Camden Town, London. Bankruptcy petition presented to High Court by Associated Newspapers, Ltd. Hearing fixed for April 7 at 11 a.m.

Henry Herd, of 144, High Street, Camden Town, London. Bankruptcy petition presented to High Court by Associated Newspapers, Ltd. Hearing fixed for April 7 at 11 a.m.

ORDER MADE ON APPLICATION FOR DISCHARGE

Pacifico, Louis Wolff, commonly known as Louis Wolf Pacy, trading with another and described in the receiving order as The Peerless Advertising Service (a firm), of 8, Station Road, Finsbury Park, N.4, Advertiser. (1491 of 1924.) Order dated February 16, 1926, that bankrupt be discharged subject to consenting to judgment for £2 being entered against him by the Official Receiver and pay £1 10s. costs of judgment. NOTE.—£2 paid to the Official Receiver in lieu of entering up judgment.

NEW COMPANIES

A. H. Cousins, Ltd. (212,603).—Private company. Registered March 22. Capital £5,000 in £1 shares. Objects:—To carry on the business of advertising agents and contractors, newsagents, Press agents, etc. The directors are:—J. P. Hodge (chairman), P. S. Booth, J. Swale, A. H. Cousins. Secretary:—P. B. Roberts. Registered office:—89, Fountain Street, Manchester.

Sporting World, Ltd. (212,636).—Private company. Registered March 23. Capital £5,000 in £1 shares. Objects:—To acquire a sporting newspaper known as the *Sporting World*, and to carry on the business of publishers, printers and distributors of sporting and general periodicals and books on racing and other sporting matters, etc. The first directors are:—A. C. Coshier Bates, A. E. Coshier Bates, R. G. Jeffs. Registered office:—166, Fleet Street, E.C.4.

if its
process
Retouching
ring
Central 4682

C.D. LAWSON & CO., LTD.
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

TYNE TO TWEED

This territory can only
be efficiently covered
by advertising in

The Shields Daily Gazette
The Shields Daily News
The Blyth News,
Ashington Post
The Alnwick and County
Gazette and Guardian

All information from

Advertisement Manager,
The Northern Press Limited,
Barrington Street, SOUTH SHIELDS.

LONDON: H. Smale, 185, Fleet St., E.C.4

COPY MAN

A first-class permanency is waiting for a Man with ideas, able to write circular matter, adverts., rough up designs and prepare selling schemes for medicinal and toilet preparations. Originality, analytical ability and a thorough knowledge of the trade are necessary qualifications, and mail order experience an advantage. Commencing salary is a secondary consideration to the advertisers, who will pay a good man his worth, based on results.—Write Box 506, c/o Mitchell's Advertising Agency, 1, Snow Hill, E.C.1.

P

LIVE Men and Women connected with ADVERTISING should undoubtedly join the

Publicity Club of London

President: The Right Hon. The Lord Mayor of London

Subscription: One Guinea per annum

Full particulars on application to the Hon. Secretary: The Publicity Club of London, 112, New Oxford Street, W.C.1. Phone: Museum 9583.

Specimen copy of the Club's Quarterly, "PUBLICITY," a/6 post free.

Spread the C.O.D. news

amongst your customers

THE new system has come to stay. If your goods were in demand before they will be in greater demand now that it is possible to place them in the user's hands before asking him to part with his cash.

Circularise your customers, point out that the cash on delivery system has all the advantages of shop buying — without the crowds. Tell them that you and the postman are responsible for the goods until they are accepted and signed for.

All your correspondence with customers and prospects during the next few months, and all your catalogues and lists should carry full particulars of C.O.D. Write Percy Brothers for the details and suggestions.

PERCY Brothers Ltd.

The Hotspur Press

Whitworth Street West
MANCHESTER

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester."

London Office:
170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jcnago Fleet London."

We Hear—

THAT space bookings for the Easter holiday dates have been up to the average.

THAT early in the week the dailies were able to keep up their customary good showing, but later there was a look around for those advertisers who can always put up a good proposition for the traveller or holiday maker.

THAT the Post Office new C.O.D. scheme has given rise to a certain number of advertisers' announcements, but the launching of the new shopping by post facilities coming in Easter week has prevented the appearance of considerable notices of the kind.

THAT the big stores with their extensive mailing lists of country buyers attracted by advertisements of the past are likely to reap additional returns from the new cash-on-delivery system.

THAT advertising in the motor-car trade is likely this season to run more than hitherto to co-operative efforts with the district selling agents, and result in a bull point for the local newspapers; and—

THAT in many parts of the country composite pages have already appeared to capture the before-Easter buyer of certain makes of cars whose announcements predominated in a surround of the names of local sellers.

THAT there is the prospect of the photographic manufacturers making a wider appeal than formerly to the amateur photographers by means of advertisement, and the British film—not of the movie kind—asserting itself as never before.

THAT those representatives who have been prospecting around the coast towns for business report "prospects excellent," and that the holiday resort advertisers, after two years of Wembley, are looking forward to big business when the season comes round.

THAT Mr. Cherry Kcarton, the ex-advertising man, has started his film-lecture tour with a week at Devonshire Park, Eastbourne, where he is appearing as one of the holiday attractions.

THAT Mr. A. W. Gotch Berrill has been appointed managing director of Messrs. Gordon & Gotch, Ltd., in succession to the late Mr. W. J. Berrill.

THAT one of the leading Newquay hotels in an advertisement last week-end for Easter visitors added a line—"Welcome to the Newspaper Representatives on April 16," a reference to a Press trip that has been arranged for that date.

THAT the Newspaper Golfing Society, which includes in its membership a number of advertisers, has altered its title—not for the first time—to the Newspaper and Advertisers' Golfing Society.

THAT Mr. R. J. Webber, managing director of the *Western Mail*, who is one of the strongest supporters of sport in the Cardiff district, has been appointed a vice-president of the Welsh Baseball Union.

THAT Messrs. Erwin, Wasey & Co., Ltd., have added considerably to their office accommodation in the spacious building, King's House, Dean Stanley Street, S.W.1. and—

THAT Messrs. Nash & Alexander, Ltd., are another firm of agents who have acquired additional premises at their present address in Kingsway, W.C.2.

THAT Mr. George F. Church, after more than twenty years' service with the firm, has been made a director of Messrs. D. J. Keymer & Co., Ltd., an honour of which Mr. Church's many friends in the business will be pleased to hear.

THAT Mr. W. Kitchen is the new advertisement manager of the *Leicester Mail*, which last week issued a special souvenir number on the occasion of the removal to new business premises.

THAT the season's advertising scheme was passed by the Blackpool Corporation Advertising Committee at a meeting last week, when in addition to the usual bill-posting campaign it was decided to use for display advertising thirty-two of the principal newspapers published in England and Wales.

THAT the *Daily Telegraph*, which has a wonderful record for "collections," has opened a fund for the rebuilding of the Shakespeare Memorial Theatre at Stratford-on-Avon, and has headed the list with the sum of £1,000.

THAT the members of the Master Printers' Federation are going to hold their annual meeting and congress this year at Eastbourne from May 8 to 13, when business and pleasure will be happily combined.

THAT one of the makes of British typewriters that recently received much free publicity is now advertising by means of a motor-car running around town, in which is seated a figure of Britannia—helmet and robes complete—holding aloft a typewriting machine.

THAT Messrs. Hudson & Morrison, the new firm of poster printers, are rapidly making headway and leaving their mark on the hoardings with two distinctly contrasted pieces of work—a beautiful coloured pictorial for Schweppes and a nicely balanced bit of lettering for the *Evening Standard*.

THAT a steady advance is being made—and the demand growing—in the supply of photographic studies as illustrations for advertisements, and that some of the finest work of this kind is now to be found in the series of advertisements appearing for Cow and Gate Milk Food.

THAT another alteration in the appearance of Fleet Street is looming ahead when the *News of the World* take possession of the *Daily News* office building at the corner of Whitefriars Street; and—

THAT the *Daily News* and *Star* advertisement departments will be housed in the magnificent new building called Bouverie House, erected in Fleet Street by Messrs. Benn Bros.

We Hear

THAT Mr. J. G. Noppen, of the publicity department of the White Star Line, has just published, with E. J. Burrow & Co., Ltd., a careful study of Westminster Abbey and its ancient art.

THAT the ingenuity that has been shown in devising attractive displays in the unusual shape provided by the Hangerstraps in London and provincial trains and trams has rapidly made the new medium popular, and travellers are watching for new designs with the same interest as they spot new posters.

THAT Mr. J. George Frederick had a very enthusiastic audience at the Regent Advertising Club on March 24, and—

THAT at the close of the meeting he was presented with a silver cigarette box as a token of appreciation of his visit.

THAT some very interesting developments in connection with the advertising of Irish holiday resorts are likely to materialise early in the season.

THAT there has been a remarkable outburst of insurance advertising in the Irish Free State but that for the most part it has fallen short of its possibilities.

THAT the growth of the Irish boot industry consequent on the budget tax on imported footwear was well exemplified by two half-page advertisements from boot firms which have been appearing in Irish daily papers.

THAT the mere suggestion of the possibility that the Publicity Club of Ireland might lose its energetic president, Mr. A. Caravan, brought out numerous expressions of regret, and hopes that the rumour might be unfounded.

THAT a discussion in Dail Eireann brought out the interesting information that the Irish Free State expenditure on Government advertising has been approximately £12,000 for the year, a figure which some members would like to see very much reduced!

THAT in a full-page advertisement of an anniversary sale, Messrs. Clery & Co., Ltd., Dublin, announce that a quarter of a million new customers were added last year, and in the week preceding last Christmas the cash takings exceeded £24,000.

THAT the Publicity Club of London has been made a life patron of the N.A.B.S. in consideration of the excellent work it has done.

The Value of Space

The primary object of an advertisement is to sell goods.

Good designs and blocks for business getting in every trade and for every class of printing are essential necessities of Salesmanship.

Experience and good taste are our guides in the effective use of space.

Photo-Engravers, Electrotypes
Reproducers in Colour and
Rotary Gravure

Border designed by a Swain Artist

JOHN SWAIN & SON, LIMITED
89 - 92 SHOE LANE, LONDON, E.C.4

GLASGOW 332 Argyle St.
MANCHESTER 10 New Brown St.
Telephone: CENTRAL 9333 (5 lines).

Works: BARNET

BRISTOL 43 Broad St.
PARIS 34 Bd des Italiens
Telegrams: "ISOCHROMATIC, LONDON."

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track

Posters give Value for Money.

SIMPLE—potent—attractive—visual—
Scompelling—the appeal of the poster is
universal and occupies a unique position
among advertising media. Morning, noon
and night it works for you spreading its
message to the millions.

Advertise your product by posters, and the
world of British Buyers will be yours at a
very low cost per sale.

The firm of Walter Hill and Company—with
50 years of experience of this class of work
alone—have set a standard for Poster Service
which cannot be excelled. Entrust your
campaign to their capable hands, and you are
assured of a SERVICE that will be all that
you desire.

LONDON, W.C.
WALTER HILL & CO.

THE LARGEST
BILLPOSTING ORGANISATION
IN THE BRITISH EMPIRE

67 & 69, SOUTHAMPTON ROW, LONDON, W.C.1

Phone: Museum 2443 (3 lines).

Telegrams: "Tuxedo, Westcent, London."

CONNOLLY
THE
MOTOR
ARTIST

Technical accuracy—forceful, vital
figures—line, wash or colour, and
NOTE THIS—finely re-touched
finish for Catalogues, etc.

**4, Russell Chambers,
H. Connolly Bury Street,
LONDON, W.C.1.**
Telephone: Museum 3889.

CURRENT ADVERTISING

**Notes of New Business Going Out:
New Advertising Now Appearing in
the Press and on the Hoardings**

Winter-Thomas Co., Ltd., have recom-
menced advertising for Dominion Tyres.

G. Street & Co., Ltd. (Gracechurch
Street) are extending and taking up new
media for Sunripe Cigarettes.

Wilkes Bros. & Greenwood, Ltd., have
business in hand for Singer Sewing
Machines and for Viyella.

Smith's Agency, Ltd., have been
putting out new advertising for Sharp's
Kreemy Toffee.

Milton Agency, Ltd., are handling an-
other scheme for Avon Tyres.

Greenly's, Ltd., have been placing for
Ilford and Imperial Roll Films and in-
creasing advertising for Craven A Cigar-
ettes and Farmiloe's Paints.

London Press Exchange, Ltd., have new
season advertising in hand for Kodak, and
have renewed for Radiac Radiators and
the Telephone Development Association.

A. J. Wilson & Co., Ltd., have been
booking displays for the Austin Twelve
and Wood-Milne Rubbers.

S. H. Benson, Ltd., have issued new
instructions for Paterson's Camp Coffee
and are handling a northern appropriation
for Gibson & Reid (Dyers and Cleaners).

Wilfred Scriven, Ltd., are placing an-
other scheme for Shirley Wools, and have
been booking colour pages for Clark's
Dyeworks.

Fredk. E. Potter, Ltd., have increased
newspaper space for Waterman Fountain
Pen.

Charles Sell is again giving out for
Yewdall's Cycles.

Willings Service, Ltd., are taking up
new media for the advertising of the
Character Ballot.

Samson Clark & Co. have been booking
space for Associated Rubber Manufac-
turers, Ltd.

C. F. Higham, Ltd., have increased
advertising for the Leeds Fireclay Co.,
Ltd.

Press Publications, Ltd., are now
handling business for Sternal Motor
Oils.

Sells, Ltd., are placing newspaper space
for Fagan British Safety Razor Blades.

E. W. Barney, Ltd., have commenced
new appropriations for Stone's Ginger
Wine and Gregg Schools.

G. Street & Co., Ltd. (Serle Street) have
been increasing space for Robbialac.

John Haddon & Co. are handling new
business for Allenburys and Lodge Plugs.

Erwin, Wasey & Co., Ltd., have in-
creased newspaper advertising going out
for Forhan's and Hoover.

Morris & Groves are placing for the
Hanovia Quartz Lamp Co.

Roy Hardy, Ltd., are now placing on
behalf of the Capitol, Rialto and Majestic
Cinemas, the King's Theatre, Hammer-
smith, and the Wimbledon Theatre, S.W.

Stephen Service has in hand a campaign
for Channel Blue Serge.

Siviter Smith Service, Ltd. (Birming-
ham), are placing business for the Morgan
Runabout.

Basil Butler & Co. (Birmingham) are
handling advertising for the new mail-
order house of Bayliss & Son (China Tea
Sets).

Dorland Agency has new business in
the London Press for C. C. Wakefield
and Co., Ltd., and Oxo in Provincial
dailies.

Pool's Advertising Service have in hand
a Press scheme for Judenta Typewriters,
L. McMichael, Ltd. (Wireless), Cyprus
Brandy, Clark's College, Ltd., and
Hockley Park Estates.

The Poster & Outdoor Advertising

A Monthly Supplement Devoted to the Interests
of Users & Producers of Outdoor Publicity.

No. 50

APRIL, 1926

The Stranger on the Hoardings

A Commentary on the Importation of Foreign Designs and a Candid Criticism
of Current Posters on the Hoardings, Buses and Vans

By John G. Gray

WE English, who are never tired of singing the praises of our fellow countrymen, are especially fond of accusing ourselves of lacking culture—of being an unmusical nation, of having no taste for serious literature or the higher forms of art, and so forth. It is implied that other nations, and especially our Continental neighbours, co-signatories of the Locarno treaties, have by comparison with us a high standard of aesthetic enlightenment.

I do not subscribe to that view. There are times when I despair of art being able to adapt itself to modern industrial conditions, but, at any rate,

I do not think our rivals are in much better case than are we.

There is, however, a difference between the attitude to art of the Englishman, on the one hand, and of his Latin and Teuton neighbours, on the other, which is of as much importance, I think, to those who design and use posters as to those who paint easel pictures. The difference is this: the English are less interested in abstract pattern, and are more responsive to art with a strongly naturalistic, or representational basis. No other country but England could have given birth to Constable or Morland, and England could never have produced an El Greco or a Cézanne. The contrast is not less marked between typical commercial artists of to-day in England and on the Continent. And here one should not allow oneself to be misled by the success of a brilliant exception, Mr. McKnight Kauffer, who is not, I believe, a native of this country.

Artists and advertising experts may admire the amazing invention and powers of design of Julius Klinger and other German and Austrian commercial artists, but art of this kind is no more likely to find general acceptance in this country than is the architecture of Erik Mendelsohn or Dutchmen such as those responsible for some recent housing schemes in Amsterdam.

Our tastes in commercial art are more akin to those of the Americans than to France's or Germany's. It is rather curious that this should be so, for there is nothing in the whole range of advertising more repellant to an Englishman than the exuberance and occasional over-emphasis of the 100 per cent. American copywriter.

To sum up the foregoing: Continental commercial art is essentially different in character from ours, and generally speaking, is as unsuitable for consumption here as ours would be abroad.

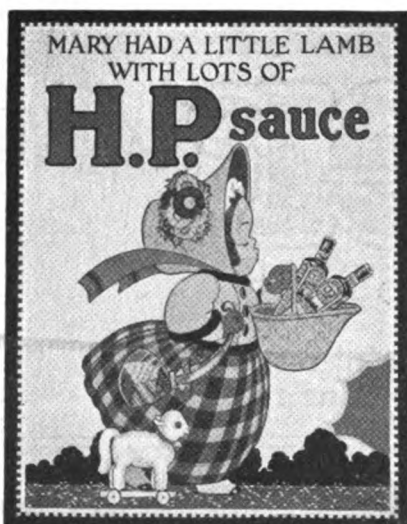
This very difference in styles and tastes, however, may on occasion be turned to good account by the enterprising advertiser. Novelty and distinctiveness are very valuable qualities in a poster. It would not profit everyone to follow the example set by Mr. Palethorpe of simple,



A design by Mr. Septimus Scott for a French advertiser



A design by M. Cassandre which was awarded a Grand Prix at the Paris Exhibition



straightforward representation of the product sold. It might well be worth while, at any rate on an experimental scale, for advertisers who require something out of the ordinary to try out designs from foreign sources. They would have to be carefully considered, and it would be advisable to avoid anything expressed in an artistic idiom too far removed from our own, but if these precautions were taken, the result might fully justify itself.

These suggestions are prompted by two poster designs which have been sent me, and by the reported remarks

of a well-known French publicity expert, M. Vercasson. Mr. Sep. E. Scott, whose poster designs are as typically English as any on our hoardings, has painted for M. Vercasson a poster to advertise the Mandarin apéritif. The design is a good one, and it could no doubt be used successfully in this country, but it would not strike the passer-by with the force of something unaccustomed and exotic. M. Vercasson, however, is said to have declared that the striking originality of the design as compared with the conventional and established work in France would draw immediate attention to the product.

Might it not be true, then, that commercial art which in France is regarded as conventional would to British eyes appear strikingly fresh? In some cases it would, but there would always be the danger of putting before the British public something which it would be unable to digest.

Take, for instance, the two works by M. Cassandre which were awarded the Grand Prix for posters at the Decorative Arts Exhibition in Paris last year. As exercises in design they command respect. There is not a line which has not been thought out in relation to the pattern as a whole, and the ingenuity of the "Pi Volo" poster is especially intriguing. ("Pi Volo" is, apparently, a clipped version of "Puis vol haut," which explains the bird which is the chief



feature of the poster.) What a committee of British judges in such a competition would think of M. Cassandre's designs I cannot guess, but at any rate I do not think that art of this kind, exhibited in England, would win for the advertiser golden rewards from the purchasing public. The average man would vote M. Cassandre's art as "too clever by half," and be put in no mood for being persuaded to buy. As I do

ANOTHER MOVE— BUT A BETTER ONE

Our ever growing business calls for larger premises—so we have left our temporary offices in Bedford Street, and from March 25th onwards, all our friends will find us at

FARADAY HOUSE,
8, Charing Cross Road, W.C.2,

—with greater all-round capacity than ever to give you service and advice on all your outdoor programmes and problems.

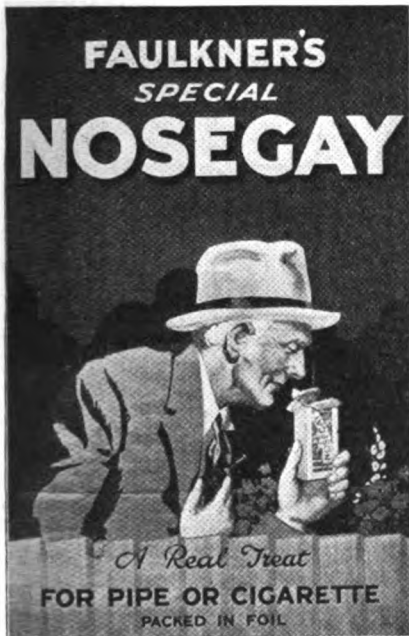
OUTDOOR PUBLICITY LTD.

Managing Director: Ernest Leicester.

'Phone: Gerrard 8518-9. 'Grams: "Bylposta, London."

not know on what scale these two designs are to be produced, I have not touched on their suitability or otherwise for the hoardings. Possibly they are intended for display in shop windows and so forth.

There is at least one important British firm well represented on the hoardings which at present is making use of the designs of a French artist,



apparently with considerable success. The firm is the port house of Sandeman, and the artist is Jean d'Ylen, who has previously done some striking work for other English advertisers. The third poster produced by d'Ylen for Sandeman's during recent months has just made its appearance on the hoardings. Like its predecessors, it is sufficiently different in character from its English neighbours to arrest attention, but it does not depend for success upon its appeal to a sense which is not very well developed in the Englishman—that of formal design.

One of the most comprehensive advertising campaigns of recent years is that which is announcing the production by A. & F. Pears, Ltd., of a new soap—Pears' "Golden Glory." An important feature of the campaign is a set of four 32-sheet posters depicting the charms and illustrating the life of the beautiful Golden Gloria. There is also a 16-sheet poster on which a tablet of the soap is shown on a large scale. Golden Gloria is certainly a very happy creation. As far as I can recollect this is the first time that a definite imaginary personality has been used in connection with soap-advertising, and Pears, Ltd., are to be congratulated upon the decision to employ this valuable advertising device, and the Carlton Studio upon the admirable use they have made of it. It is worthy of note that all the posters are being exhibited simultaneously, and so the public in the

I've often wondered

what we'd do without posters.

Just imagine going out in the morning and seeing nothing colourful but letter boxes and motor buses.

No smiling faces saying jolly, friendly things to you from the walls.

No romping, colour kiddies to tell you of the toffees, the cocoas, the puddings and the toys they just love.

No old friends coming out in new notions, all fresh and sparkling from the printers.

Personally—I'd hate it.

I believe I'd even pay my bit to a fund to bring them back again.

Take away a lot of things from the few that make up my life,

But leave me my posters.

The Man on His Way.

ISSUED BY THE UNITED BILLPOSTERS ASSOCIATION (REGISTERED),
31, GREAT JAMES STREET, BEDFORD ROW, LONDON, W.C.1.



INDIA
AFRICA
AUSTRALASIA
CANADA
FAR EAST
WEST INDIES
as well as
THE
UNITED
KINGDOM

For OVERSEAS ADVERTISING
as well as for HOME PUBLICITY
CONSULT

STEELE'S
ADVERTISING SERVICE, LTD.,
Norfolk House, Norfolk Street, LONDON, W.C.2.

We would go
100
MILES

to prevent the placing of a
contract for

POSTER ADVERTISING

not calculated to result in
profit to the Advertiser.

We would not accept such a
contract ourselves and would
take a great deal of trouble to
prevent its being placed with
anyone willing to accept it.

As the
Parent House
of
Poster
Advertising

we regard as a calamity
anything that reduces the
prestige of Posters as a pro-
fitable medium of Advertising.

Write for
OUR BOOK
"Three Generations"
(Free)

It will make our position clear
to you.

We are always glad to advise
on any Poster Problem, with-
out the least regard to who is
employed by the advertisers,
and we never canvas other
people's clients.

Sheldons & Co.

SERVICE ADVERTISING
PRESS AND POSTER

QUEEN STREET
LEEDS

course of a day may be confronted
with representations of different epi-
sodes in the life of Gloria. This will,
undoubtedly, stimulate popular in-
terest.

Miss Chloe Preston, whom I seem
to remember as the illustrator of a
very charming children's book with
verses by Mr. E. V. Lucas, has de-
signed a delightful 16-sheet poster



of which the subject is the Mary who
had a little lamb—with lots of H.P.
sauce! The treatment of the theme
is very clever. Obviously the point
of the allusion would have been
blunted if Mary had been shown at
table with a bottle of sauce near by,
and to have represented Mary with
a real live lamb skipping at her heels
and a bottle of sauce in her hand
would have been good propaganda for
vegetarianism but none for H.P.
As it is, Mary is accompanied by a
toy lamb, and carries a basket con-
taining bottles of the sauce. The
colour is very bright and gay, and
the whole design has a delightful
whimsical humour.

The new Allenburys' poster, of
a mother and child, is pretty enough
in a not very original way, but it
lacks character and individuality.
There is nothing on which the memory
takes so slight a hold as an anonymous,
impersonal art of this sort.

The Nosegay 4-sheet poster here
reproduced is not of exceptional
merit as a design, but the picture of
the old man in his garden among his
flowers does help to fix the name
of the tobacco in the mind.

The Southern Railway has issued an
admirably-worded poster urging the
advantages of early holidays. It is
headed "The Cream of the Milk,"
and there is an excellent simple
illustration of the line at the top of
the sheet.

Angus Watson & Co., Ltd., have
some excellent advertising to their
credit, especially in the Press, but

TO HAVE AMBITION

IS GREAT, BUT
ACHIEVING

Result is better.

Good results are certain in accepting
the

50%

FREE OFFER OF
BETTER SERVICE
IN POSTER DISPLAY

BY THE

Portsmouth & District
Billposting Co., Ltd.,

74, ARUNDEL ST., PORTSMOUTH.

*Talk to
the Crowd*

K.I.S.CO SIGNS
ARE SEEN BY
EVERYBODY.
LET US QUOTE
YOU FOR THE
SEASIDE AND
SPORTING
EVENTS

Write for booklet.

K.I.S.CO
KITE AND
INTERNATIONAL
SIGN CO.

2-3 STONECUTTER ST.
LUDGATE CIRCUS E.C.4
Telephone: Central 8403 & 8404.

the new 16-sheet poster illustrating the joke, used by the firm before, "We don't keep Skippers, we sell them," can hardly be considered equal to their other devices and designs.



The trick of taking letters of the alphabet and embedding them, half-concealed, in a pictorial design, has been used a good deal in recent advertising, notably in an H.P. Sauce poster and in the Press advertisements for Wills' autograph cigarettes. It is employed again in the new poster for Kiwi boot polish here reproduced, but in this instance the letters are a less important part of the structure, though they are ingeniously introduced. In other respects the design is not very notable, and the slogan "The Quality Boot Polish" is lacking in any distinctive interest.



A striking poster recently shown on the Underground Stations

Our Area
and
Our Guarantee



"We do it right"

The GENERAL BILLPOSTING Co., Ltd.

23a, St. James' Square, Edinburgh.

Branch Offices in every District.

Sell to
300,000
Buyers
through
MORISON
HOARDINGS!

Write for information to
MORISON'S
ADVERTISING AGENCY (HULL) LTD.
BILLPOSTING DEPT.,
ALBION ST.,
HULL

ADVERTISING  SINCE 1893

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-
tone Work.

NO BLOCKS Required.

CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2.
Holborn: 153 and 6387.

To Firms Seeking Wealthy Markets—

"PINANG GAZETTE"
Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES.
150,000 daily
London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

Three-Colour Printing

SPECIALIST

Five Highest
Awards

A. CHRIS. FOWLER

6, New Union St., Moorfields, E.C.2

REGISTER OF BILLPOSTERS

Announcements in this Special Section are published in the first issue of every month, and restricted to the names and addresses of Billposters. Orders cannot be accepted for less than 12 monthly insertions, the charge for the whole year being £2 12s. 6d. net.

ABERDARE

The Aberdare Valley Billposting & Advertising Co., Public Hall, Cardiff Road.

BLACKPOOL

Blackpool Billposting Co., Ltd., 167, Church Street, Blackpool. 250 Stations.

BOLTON

The Bolton & District Billposting & Advertising Co., Ltd., Paley Street.

BROMSGROVE

Bromsgrove & District Billposting & Advertising Co., Caxton House.

CORNWALL

Camborne Printing and Stationery Co., Ltd., Market Square, Camborne.

Cornish Echo Co., 13a, Church Street, Falmouth.

DERBY

The Derby & District Billposting & Advertising Co., Ltd., 44, Siddals Road.

EDINBURGH

Nixon, Ltd., 61, Elder Street.

EXETER

James Townsend & Sons, Little Queen Street.

FALKIRK

Mackie & Co., Mail Buildings, Manor Street, Falkirk.

GRAVESEND

Gravesend & District Billposting & Advertising Co., Ltd., 15, Wrotham Road, Gravesend.

GRIMSBY

W. H. Jackson & Co., 318, Victoria Street. 'Phone 2829.

HEREFORD and District

Midland and Welsh Advertising Co., Ltd., Midland Bank Chambers, Hereford. 'Phone 2631.

HORWICH (LANCS.)

Fletcher & Co., Longworth Road.

HULL

Hull & Grimsby Billposting & Advertising Co., Ltd., 12, Bowlalley Lane.

Morison's Advertising Agency (Hull), Ltd., Albion Street.

LEEDS

Sheldons, Ltd., Sheldon House, Queen Street.

LLANELLY

Llanelly & South Wales Billposting & Advertising Co., Ltd., 8, John Street.

LONDON

Chelsea, Battersea Billposting Co., 90, Sydney Street, Chelsea, S.W.3.

A. Leopold & Co., 531, Holloway Road, N.19.

LONG EATON

R. Hill & Son, Ltd., 23, Craig Street, Long Eaton.

MANCHESTER

Manchester Billposting Co., Ltd., 36, Peter Street.

Managing Director: Joseph Crooke-Grime.

OLDHAM.

Oldham Billposting Co., Ltd., 8, Clegg Street. Telephone: 457.

PLYMOUTH

Devon & Cornwall Billposting & Advertising Co., Ltd., 153, Union Street.

The Lidstone Billing Co., Ltd., 7, The Octagon, Plymouth.

PORTSMOUTH

Portsmouth & District Billposting & Advertising Co., Ltd., 74, Arundel Street, Portsmouth.

South Hants & Boro' Advertising Co., Ltd., 1, Greatham Street.

ROCHESTER

The Rochester, Chatham & District Billposting & Advertising Co., Ltd., 320, High Street.

STOKE-ON-TRENT

Stoke-on-Trent & North Staffordshire Billposting Co., Ltd., 11 & 13, New Street, Hanley.

WOLVERHAMPTON

The Wolverhampton & District Billposting & Advertising Co., Ltd. Head Office: 4, St. George's Parade, Wolverhampton.

WORCESTER

Smith & Co., Worcester Billposting Co., The Trinity. Tel. No. 347.

The Advertiser's Weekly

4^D A COPY
20/- a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

The SUMMER NUMBER of "PUNCH"

"The Paper that is England"

THIS Special Number of "PUNCH" grows increasingly popular with readers and advertisers each year.

The Sales are very largely in excess of those of the weekly issues but the rates for advertising are the same.

Advertisers who have not yet booked space should lose no time in sending in their orders for the 1926 edition. Three-fourths of the total space is already sold.

Rates and fuller particulars from

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, Fleet Street, London
E.C.4

:: Published June 14th, 1926 ::

The Nottingham Guardian.

TRADE INTELLIGENCE BUREAU



ONLY a business man's newspaper is likely to afford its readers the advantages and facilities of a "Trade Intelligence Bureau." This department of the "Nottingham Guardian" has, during the last 12 months, written upwards of 20,000 letters, and in some of the 2,000 inquiries with which it has dealt has enabled clients to book orders to the extent of thousands of pounds. It has, in addition, influenced contracts of considerable value to the trading community from all parts of the world.

The "Trade Opportunities" Column in each Monday's issue of the "Guardian" is invaluable to all business men, containing as it does an exclusive list of buyers visiting England.

The service of the Bureau is free and all inquiries should be addressed to

• THE SECRETARY •
Trade Intelligence Bureau
The Nottingham Guardian
• NOTTINGHAM •

NOTTINGHAM GUARDIAN

THE BUSINESS MANS PAPER

TELEPHONE:
2828,
12 LINES.

TELEGRAMS:
"GUARDIAN,"
NOTTINGHAM.



LONDON OFFICE, 59 FLEET STREET, E.C.4.

£500,000 to Develop Imperial Marketing

First Instalment of the Government's Annual £1,000,000—New Commission to Administer the Fund

HALF a million sterling is to be spent by the Government in the new financial year for the furtherance of Empire marketing. The announcement was made in Parliament on March 31 by Mr. Amery, the Secretary of State for Dominion Affairs. The full text of his statement is as follows:—

The following decisions have been reached by His Majesty's Government with regard to the recommendations of the Imperial Economic Committee on the subject of the proposed grant for the furtherance of Empire marketing:—

(i.) As some time will be needed before the more important schemes for the expenditure of the grant mature, it seems unlikely that the full amount could profitably be used in the next financial year; it is, therefore, intended to set aside the sum of £500,000 in the financial year 1926-27, but it is proposed that the full amount of £1,000,000 should be provided for the year 1927-28.

(ii.) The Imperial Economic Committee in their report contemplated that the body to be set up for the administration of the grant should be responsible to Parliament, and in order to preserve strictly the principle of Parliamentary responsibility the estimate for this service will be brought before Parliament in the form of a special Vote to be administered by the Secretary of State for Dominion Affairs. He will be assisted by a Commission or Board, which, in addition to himself as chairman, will include the Parliamentary Under-Secretary for the Colonies as Vice-Chairman, the Financial Secretary to the Treasury, the Parliamentary Secretary to the Ministry of Agriculture, the Parliamentary Under-Secretary for Health for Scotland, and members nominated

by the Secretary of State in consultation with the Chairman of the Imperial Economic Committee. The Secretary to the new body will

be Accounting Officer for the Vote.

The grant will be in the form of a grant-in-aid, so that the balance unexpended within the financial year can be carried forward. The new body will be able to appoint sub-committees, when necessary, with outside *personnel*, but it is desired that it should, so far as practicable, make use of existing Governmental machinery—*e.g.*, that full use should be made of the existing organisations for research.

It will be a direction to the new body that home agricultural produce should be included with imported Empire products in the scope of the grant.

His Majesty's Government have proposed, and the other Governments concerned have agreed, that an additional member should be appointed by His Majesty's Government to the Imperial Economic Committee itself as representative of home agricultural interests. The form of the proposed organisation for the administration of the Empire marketing grant as well as the future of the Imperial Economic Committee itself will no doubt be fully considered at the forthcoming Imperial Conference.

In reply to questions, Mr. Amery further stated that the case of British fisheries and Empire fisheries will be dealt with by the Imperial Economic Committee, when they come to that section of their investigations, and they will make recommendations.

The whole question will be debated in the Commons on the Estimates for the Secretary of State for the Dominions.

It is understood that the Imperial Economic Committee is now making the fullest investigations so that when the debate takes place in the House of Commons it may have all the facts before it.

THIS WEEK'S PAPER

£500,000 this Year to Develop Imperial Marketing

New Commission to Administer the Fund

How C.O.D. is Working

Early Difficulties Counterbalanced by Greatly Increasing Orders

Digging the Advertisement Out of the Laboratory—By L. Lewis

How Research Chemists Provided Facts for a Strong Advertising Campaign

Characteristics of Spanish Press Advertising—By Fernand A. Marteau

Recent Developments in Illustration

The Decadent Headline—By O. Rivington

The Collection and Use of Marketing Data—By C. F. Plowman

And All Regular Features

Ad. News in Brief
Club Notes and News
Good Ideas for Advertisers
Publication Notes and News
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

How C.O.D. Works

Many Encouraging Reports—Trouble through Ignorance of the Scheme—Orders Increasing Daily

THE new C.O.D. system seems, on the whole, to have been well received. On the first day of its operation the orders were small, but on the second and succeeding days between one and two hundred requests for articles by C.O.D. were received by many of the big stores.

Some trouble has been experienced by big firms owing to the fact that the public do not yet realise how the system operates. Many, it appears, have not understood that it is far cheaper to send goods under £1 in value by ordinary post than by C.O.D. A number of people also have the mistaken idea that they do not have to pay any charge unless the goods are over ten shillings in value. Many others have misread the offers of the big stores and drapery houses to pay the charges on goods valued over £1, and believe that they pay C.O.D. on everything on which they pay postage, since some firms pay postage on all drapery goods.

Initial Difficulties.

These misunderstandings are causing considerable trouble and loss to the firms concerned, and the public are in many instances complaining when they find that they have to pay a charge of 4d. on some trifling purchase.

These difficulties will, however, disappear naturally when the scheme is better understood by the public and there is evidence that C.O.D. is being used increasingly as the days go by. There was no big demand for C.O.D. forms at the London and provincial post offices during the first day, but the belief is expressed all over the country that, when the system becomes more widely known, it will prove popular.

The greatest satisfaction is being expressed among the London stores at the promptitude with which the Post Office is paying accounts for C.O.D. business. Messrs. John Barker & Co., Ltd., state that the system seems to be working satisfactorily for everyone concerned, while A. W. Gamage, Ltd., say that, although they had only a dozen orders on the first day, they are now coming in at the rate of 250 a day. Messrs. Selfridge & Co., Ltd., report that they received eleven orders on the first day, but that they are now receiving an average of well over a hundred a day. Messrs. William Whiteley, Ltd., also speak encouragingly of the working of the system.

It is interesting to note the attitude of the seed firms. One of the largest, Messrs. Ryder & Son, Ltd., of St. Albans, are sending out a circular

letter to those customers who ask for seeds to be sent C.O.D. This letter states that the system is not suitable for their business since orders for the better-class seeds are not large enough to warrant the payment of the C.O.D. charges. About a half of the firm's orders are executed through the letter post. Messrs. Ryder & Son state that only one person in 1,000 has asked for seeds to be sent C.O.D., and, if they adopted the system, it would necessitate passing on the extra charges to the customer on account of the smallness of the average orders. It is also claimed that, if seeds were sent C.O.D., it would entail a delay of two or three days.

Munitions for the Salesmen in the Firing Line.

"WHAT the Sales Department Expects of the Advertising Department" was the subject of the address delivered by B. A. Tozzer, sales manager of Niles-Bement-Pond Company, before a recent meeting of the Technical Publicity Association, New York.

Mr. Tozzer opened his address by saying that during the past twenty-five years he had sold machine tools and equipment all over the world for the Niles-Bement-Pond Company, and cited a sales experience in Java and one in a remote city in northern China.

"Business paper advertising has carried our message and paved the way for our salesmen wherever we market our products," said Mr. Tozzer, who added that with good advertising preceding the salesman the prospect is made acquainted with the products, is definitely interested, and, in some instances, prepared to buy.

"When we bring out something new we advertise it, get inquiries and follow them through until the sale is made. We have found that personal letters are the strongest form of follow-through material to assist the salesman. The salesman finds out the key man, be he foreman, superintendent or general manager; he likewise finds out what type of equipment is needed, and, if possible, in view of the large investment required for the installation of our equipment, who controls the finances."

Mr. Tozzer said that advertising matter giving the technical description of the equipment is sent to the production man of the plant so as to equip him to sell the product to the "man higher up," who looks upon it from the investment standpoint.

"To the man who controls the purchasing, we use promotion material showing the experiences of other manufacturers who have made savings of large percentage through the installation of certain of our machines," continued the speaker, who advocated a wider use of two kinds of

Messrs. Mac Fisheries, Ltd., when asked for an account of their experience of the working of C.O.D., said that at this early hour they were hardly in a position to give one. The firm inserted an advertisement in the *Daily Mail* (reproduced in the last issue of the WEEKLY) inviting the public to send a postcard for details of their scheme for supplying fish C.O.D. The number of replies is stated to be not at all encouraging.

Messrs. Pettigrew & Stephens, Ltd., of Glasgow, state that C.O.D. business works out at 2 per cent. of their mail order trade for the first week. The firm state that its appliance is simple, and no difficulties have arisen.

With a few exceptions C.O.D. seems to be appealing to the public, but it is not possible, of course, at present to give an accurate idea of the increase it is effecting in turnover. At the end of the month it is expected that the public will have mastered the details of the scheme.

advertising in business papers, one directed to technical men and the other to executives. Mr. Tozzer said that executives do not like to read technical stuff, yet these key men must be influenced in the language they understand. He said he believed use should be made of two types of media, one to reach executives who control finances, the other to reach the men in the manufacturing plants.

"We salesmen are busy; we have many people to see. We have to go through the steps required to sell the technical men as well as their superiors, all the way up.

"You advertising men can help us out on the firing line in still another way: you can come to the sales department, find out who the users of our products are, and from the correspondence very often can determine why they bought it. Is it the first piece of apparatus they purchased? Why did they buy it? What does it save? This information can be used discreetly by the advertising department.

"Whenever a salesman sells a piece of apparatus he finds that the buyer's problem usually simmers down to a choice between two pieces. The salesman may be at his wits' end to present the arguments that will clinch the sale. At this point letters prepared by the advertising department can fit in well to help clinch the sale. These should be properly timed and not too long nor too technical.

"Our advertising department sends the sales staff advance proofs of advertisements that are to appear in the various business papers, thus keeping the salesmen informed on the material that is going out to his prospects.

"We make a great variety of products varying from large cranes and steam hammers, down to small machinery used in a variety of industrial plants. In view of this fact we are obliged to use institutional advertising and must sell our customers on our ability to serve them."

Digging the Advertisement Out of the Laboratory

How an Enamel Was Sold to Motor and Cycle Owners—The Interesting Presentation of Practical Tests for Laymen

By L. Lewis

THE marketing of an enamel presents many difficulties not encountered in other products. For instance, the virtues of an enamel are not appreciated—or depreciated—until the tin has been opened and the enamel used. Again, it is

tion of one of the experiments in progress formed the head of each piece of "copy." Underneath, in simple manner, the way in which the enamel could be tested was explained.

Number one of this series contained an illustration of a tin of spirit enamel, a wine glass and a wine bottle. The headline read "Enamels that smell like wine," and it was explained that, if an enamel has a wine-like odour, it is almost certain to prove brittle because it is made with a spirit medium which soon evaporates, leaving a surface that easily cracks, chips or peels.

Another test showed how to detect tar enamels. This was done by smearing some of the material on the fingers and examining them by daylight. Tar enamels show faint tinges of grey, and occasionally of brown. The difference between Robbialac and a tar enamel, which is liable to become warm and soften, was then explained.

"Enamels that bleed" was the heading of another advertisement. The test consisted of painting a white streak across a dry surface. With some cheaper enamels, the black will gradually eat its way up into the white, whereas with Robbialac no such "bleeding" can occur. Other tests comprised igniting some of the enamel to ascertain whether it burned with a blue flame—in which case it could be taken for granted that the enamel was made with the inferior spirit medium; and bending a piece of enamelled tin over a chair back to see whether the enamel cracked or chipped.

This campaign resulted in opening up an immense new market among people who had hitherto been unable to believe that they could make a successful job of renovating their own cycles and cars without previous experience. The headlines were written specially to attract the atten-

tion of motor-car and cycle owners, and it is interesting to note that in each advertisement an offer was made of a gold transfer of a surname initial to place on a car or machine. With this free gift was sent a Robbialac leaflet entitled, "You can do it."



The first two "test" advertisements that appeared



Nos. 4 and 6 of the practical experiments

necessary to break down the wall of prejudice which leads a man to believe that he cannot make a successful job of enamelling without previous experience.

These difficulties were overcome in a very novel manner in the campaign for Robbialac enamel. The advertising men migrated to the laboratories and, in interviews with the research chemists, secured technical information which enabled them to produce really clever advertising.

By various tests, the research chemists discovered defects in the cheaper grades of enamel which were absent from Robbialac. The difficulty then encountered was to present these technical facts to the public in an interesting and simple manner. Another problem was to discover a means by which the general public, without the aid of scientific apparatus, could tell the value of a brand of enamel on opening the tin.

Further tests were made, and it was discovered that by simple experiments that could be carried out at home, the public could ascertain the technical differences between a good and bad enamel.

Seven advertisements were then prepared, explaining seven simple tests for enamel. A striking illustration

Two Ideas for Advertisers

The present of a paper fan to lady customers during the warm days (if any!) of the summer is a useful advertisement adjunct. There are plenty of firms producing novelties who will submit designs and ideas. The fan to be really effective should be dainty in appearance and not too obviously an advertisement for the firm. The prices range from between 30s. and 40s. a hundred in three colours and the advertisement is one that remains alive for some time, for fans are not things that are carelessly and immediately thrown away.—F.E.R.

Addressing costs can be cut down

where you have a series of mailing folders to go to the same list, by typewriting the names and addresses on gummed sheets, 8½ by 11 inches, with as many carbon copies on similar sheets as may be required for the full series of mailings. These names and addresses may then be cut up and pasted on the mailing card or folder. One advertiser we know of has such sheets made up with little border designs for each address and perforated. The effect of the border (in red) and the typewriting (in black) is very neat. This suggestion is not practical if you have a large list.—Publicity and Printing.

The Decadent Headline

Four Types of Weak Appeal—How to Rivet Attention—Creating the Germ of Desire

By O. Rivington (*Advertisement Manager, Herbert Terry & Sons, Ltd.*)

THE need for making efficient use of every proved artifice likely to improve advertising increases. In view of this condition it seems strange that the one-time proven element in advertising construction shows signs of decadence.

Many hundreds of advertisements have been examined in order to learn how advertisers are using the headline. The proportion of poor and moderate ones is remarkable. Even the professional man is at fault, because many of the poorer quality headlines are taken from advertisements nicely designed and laid out.

Poor headlines may be classed under four distinct headings:—

Group 1.—"The General Statement." These phrases are general property, and are so overworked that they have become trite. These examples are weak because they create no specific germ of desire, and err in the implication that the reader has full knowledge of all the facts necessary to make the statements acceptable.

Group 2.—These are examples of "Fainthearted Factology." They seem to suggest a good story somewhere, but a hesitancy to reveal it makes the headlines very weak in appeal and lacking in attention-creating power.

Group 3.—These make a gentle appeal to the imagination, and seek to intrigue rather than instruct. Should the reader be unable to spare the time to read the advertisement at first sight, he may never know the explanation of some comparatively intriguing statement.

Group 4.—These seem to indicate reasons for secrecy. The advertiser will tell the prospective buyer on conditions of strict confidence.

All the above examples lack movement. If they start the reader off at

all, they do so with a lifeless phrase. The mind picks them up, but it drops them again without emotion. First impressions are not strong enough to urge the reader to proceed.

The headline was first named the "catch line," because it was found to

selling points. They conform very closely to the canons of advertising practice, by giving information vital to some self-interest of the reader.

A good headline ought to stir some desire impulse. Headlines need to touch more than superficial thought to

**A Car of Striking
distinction**

**Tools
of character**

**"Built up to a standard,
not down to a price."**

Domination

**through superior
excellence—**

**There's nothing better!
VALUE that is Unequaled!—
Eminent among the Best
Your Work Demands Proper Equipment**

Examples of general statements that create no germ of desire

be useful in catching the reader's eye and attention. In fact a text-book published nearly 30 years ago said that it was the function of the headline to attract attention. In those days the headline was merely a commonplace statement set out in bold type. Today, with our knowledge of human psychology, it is possible to touch latent wants and give them action by use of strong headlines.

There are two groups of headlines that are commendable. The first group consists of examples that take a grip on interest, and those of the other group make very convincing

create deep and favourable thought in the reader's mind. The best headlines are not dictionary made; they come either from the article to the latent want of the reader, or the reader's want is carried to the article advertised. Production supplied the headline, "18,000 brass shells in 8 hours." Somebody did some thinking for it. It sums up the work of production and progress departments, and gives the machinery buyer a clear-cut buying reason. It talks to the man interested in output in terms of speedy production. The headline, "150 inches of ease," evolved from a casual measurement of the number of inches of springs used in making a motor-cycle saddle, is another good instance.

When the headline emanates from the article or the reader's actual need is focussed upon the article by way of the dominant idea, every interested reader's attention is caught.

A short headline increases the audience, because it accords with the known scientific law that the eye only takes up four words at one time. The headline "one plant uses 27" is nearly perfect. In structure it is excellent and, in appeal, direct and to the point. It states a big fact in four words. It has a lot of daylight around it, so that its audience is augmented by increased visibility.

The size of the type in the headline first draws the eye, then the message

(Continued on page 58)

S
train
less
"Neither rust, stains nor tarnishes"

**"Machine has
increased production
210%!"**

**18000 Brass Shells
in 8 Hours**

2,280 Miles in 24 Hours

on K.L.G. Plugs. One Plant

Uses 27

**Ball races finished
in one pass of the work—**

Some headlines that grip the attention immediately

150
inches of ease

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

"Editorial" Publicity

SIR,—As an intending delegate to next month's Advertising Convention at Blackpool I await—as no doubt many others do—the detailed programme of the subjects to be included in the various sessions. At Harrogate I think it was the general opinion that there were far too many subjects dealt with, and that concentration on the most important appealing to the greater number present would in future be desirable. Since last Convention there have arisen several matters of first-class importance that call for discussion at this time. I need not specify what those subjects are. May I suggest, however, that the Convention offers a fitting opportunity for the discussion of that vexed problem of editorial publicity which has already been aired in public and (more freely) in the WEEKLY. Surely there is no more pressing matter than this one, of interest alike to advertisers, agents, advertising and advertisement managers and newspaper proprietors. The Newspaper Executives' session, which proved one of the most useful at Harrogate, ought to see that the subject of editorial publicity figures prominently on its Blackpool programme, is thoroughly well thrashed out and definite conclusions arrived at. I for one—and many others, I anticipate—will be surprised if this all-important topic is overlooked on this occasion.

Yours faithfully,
ONE WHO HAS REGISTERED.

Press Agents

SIR,—It is said that "a sense of humour is a blessed thing," and without attaching to myself any special gifts in that direction, I cannot help seeing a strong vein of humour in the controversy which is now raging round the subject of Press agents, and, in particular, the utterances of Sir Basil Clarke.

It seems to me that Sir Basil has

achieved considerable free publicity for the company he controls, i.e., Editorial Services, Ltd., in the two pages of editorial which you have devoted to him. He, at least, is living up to his role of Press agent and has intrigued his critics to partake of the sugar-coated pills which he so ably dispenses to the unsuspecting readers of the daily newspapers!

Sir Basil, to give him his due, is perfectly frank in stating how far his own particular organisation operates and how it functions. His explanation, however, only tends to emphasise the absurdity of a client paying £1,500 out of a £10,000 appropriation for the introduction of editorials into the Press.

Every journalist and advertising man knows that it is next door to impossible to get editorial notices into the Press unless the advertised product—whether it be actors, actresses, soap or patent medicines—has a story of general public interest behind it.

Dealing strictly, therefore, with a "product" as distinct from a "reputation," what more can Sir Basil do than the man who is paying the piper, i.e., the advertiser, can do if he sets his common sense to work with the same degree of intelligence that he would display towards the development of his own business. Advertising is not the only branch of commerce—call it a profession if you like—in which there are wheels within wheels. The "pulling of strings" has taken place since the days of Adam and Eve, and will continue. Why should not the advertiser then pull his own strings just as he does in his own business? It is very certain that without the money spent in space, no one would give free "puffs," and no one knows that better than the Press agents themselves. The advertiser can be his own Press agent if he goes about it in a straightforward way. If he places his own advertising, then he should be sufficiently experienced to know how to

invite the co-operation of the newspapers concerned, and be able to write a story round his product of general reader interest.

If the services of an advertising agency are employed, then that agency will gladly use its influence to obtain editorial publicity in conjunction with the appearance of the advertisements themselves.

There is no doubt at all, of course, that editorial is a most valuable asset to the advertiser, but I cannot help feeling that after the publicity that has been given by you to this phase of advertising, there will be considerable reluctance on the part of advertisers to spend unnecessary sums of money in obtaining their requirements.

C. M. DE LAUNAY.

[Mr. de Launay overlooks the important fact that the preparation of matter for publication is not a gift but is the result of training, a specialised training which is not included in the experience of business men. "Pulling of strings" is only a minor part of the modern Press agent's activities. In fact, most of them work too secretly ever to be able to pull directly. —EDITOR, ADVERTISER'S WEEKLY.]

A Disclaimer

SIR,—In your issue of March 19 (page 484) you refer to the examination in bankruptcy of Mr. Harry Joseph Dudley Parsons. I fear that my many friends in advertising circles may confuse me with this gentleman on account of the remarkable coincidence in names and, if you will, I should much appreciate your putting in a short disclaimer to the effect that I am not in any way connected with, or related to, the Mr. Parsons in question.

I was advertising manager to the Dunlop Rubber Co., Ltd., from 1920 to May last when I accepted my present position as district manager for Devon and Cornwall with the same concern. I was also a member of the Hon. Central Executive of the I.S.B.A. for some years. My first name is Howard (not Harry), but my usual signature is at foot.

H. DUDLEY PARSONS.

In Holland the prestige of British goods is higher than anywhere else in the world.

These papers will prove it to you.

"Algemeen Handelsblad" (Amsterdam)
"Nieuwe Rotterdamsche Courant" (Rotterdam)
"Nieuwe Courant—Het Vaderland" (The Hague)
"Wereldkroniek" (Holland's Leading Weekly)

**Representatives in the U.K.
from whom rates and
particulars can be secured**

THE OVERSEAS PUBLICITY & SERVICE AGENCY

**9 Quality Court, Chancery Lane
LONDON, W.C.2.**

Manager.—G.D.Young

'Phone:—Holborn 5628 (Solely Publishers Representatives—Not Advertising Agents) Telegrams—Egyptadco

Motor Advertising in The Times



OCCASIONALLY an advertiser wishing to reach a wide public omits "The Times" from his list because he thinks it too "high-class," too exclusive, to be an effective selling medium for his goods.

Let anyone who takes this view consider the motoring advertisements in "The Times."

Motoring becomes less and less a luxury confined to the wealthy few; more and more a pleasure enjoyed by the million. And as the motor industry widens its market, so it increases its advertising in "The Times." Today "The Times" carries *far more motor advertising than any other daily paper.*

The fact is that motorists, irrespective of rank or wealth, read "The Times" because it deals best with their daily interests.

So with other sections of the public. "The Times" is not a "class" paper. It is the *one* paper read by the wise and thoughtful, the *leaders* of every class.

When you advertise in "The Times" you are conducting a national campaign in the most effective way. You are reaching those who set the standards for every section of the buying public.

THE
ADVERTISEMENT MANAGER
PRINTING HOUSE SQUARE
LONDON - - - E.C.4

Ad. News in Brief

Market Research in England—Bovril Advertising—Mr. Lovell's New Appointment—Publishers at Play

Mr. Lovell's Appointment

Mr. Clarence B. Lovell, advertising manager of the General Outdoor Advertising Company in New York, has been appointed general manager of the Outdoor Advertising Association of America. During the International Convention in 1924, Mr. Lovell was one of the speakers at Wembley, and made many friends. He will make his headquarters at 307, South Green Street, Chicago.

A Correction

The announcement concerning Mr. A. Philip Henderson's appointment which appeared in our issue of March 27 contained a slight inaccuracy. Mr. Henderson has been appointed to the advertisement staff of Eyre & Spottiswoode (Publications) Ltd., which is a subsidiary company of Eyre & Spottiswoode, Ltd.

£1,000 Publicity Scheme

Pwllheli Advertising Committee have approved an extensive advertising scheme submitted by the Cambrian Resorts Association and North Wales Advertising Board, in conjunction with the railway companies, involving an expenditure of more than £1,000 in newspaper advertising.

Billposter Geologist

Mr. Alexander M. Insch, the billposter geologist of Peterhead, was last week presented with a public testimonial in the form of a cheque, in recognition of his long and valuable services as a geologist and antiquarian. Mr. Insch carried on his billposter business until he was 84 years of age. The business was purchased by the General Billposting Co., Ltd., Edinburgh, last year, and Mr. Insch now acts as branch representative.

A Banana Competition

No fewer than 41,282 replies have been received in the competition for children under the age of sixteen promoted by Elders & Fyffes, Ltd., in connection with the banana advertising campaign. Prizes amounting to £1,215 were offered for the most intelligent replies to nine questions.

Bovril and Letterpress Posters

In a speech at Harrogate last year, Mr. Alfred Langley, of Langley and Sons, Ltd., urged the use of more letterpress posters. He said that Bovril had been issuing letterpress posters which, in his opinion, gave the message with more force and directness than any of the humorous or serious picture posters they have issued. It is interesting to note that in a recent report Bovril state that they are using more letterpress posters. Their reason is that they find the hoardings so full of pictures that they have conceived the idea of allowing the pictures of other posters to serve as a frame for the words "This will be a Bovril winter" and "Bovril puts beef into you."

Exeter's Publicity Cost

Is Exeter enterprising enough in advertising its charms? This question—at the beginning of the holiday season—arose at a meeting of the City Council last week on a minute that the Exeter Information Bureau had applied for a renewal of the annual grant of £100 and, if possible, a substantial increase. The Finance Committee recommended the grant of £100 for the next financial year. The matter was referred back for further consideration.

£80,000 Gift to Workers

Workpeople of Messrs. Reckitt & Sons, Ltd., manufacturers, of Hull, were informed on Saturday that the directors had allocated £80,000 from last year's profits to be shared among them. The workpeople number 6,000. A "prosperity" bonus of £80,000 was distributed last year and £55,000 in the previous year.

NATION PARODIES:—No. 1.



P. S. A.

They do say that if after dinner on Sunday when the house has gone quiet and no one is talking except the flame in the fire—that if at such a time you settle down into your chair with the Nation, you are acquainted with the pith of the week's news in an incredibly short time.

The Nation holds this opinion most strongly. It presents to you the week in Politics, Finance, Drama and Books. Never has human thought and intelligence been so prodigally put before you.

The Nation is sold by all good booksellers for sixpence weekly.

THE NATION & ATHENÆUM: 38, Gt. James St., W.C.1.

With Apologies to the Buynant Upholstery Co., Ltd.

Something entirely new in the advertising of the "Nation"

"First-Class" Appeal

The Southern Railway is introducing the feminine interest into its advertising. The latest advertisement has, as a headline, "Why Your Wife Should Go First-Class," and appeal is made to the business man to save his wife worry and fatigue.

New Bovril Advertisements

Two new and clever Bovril advertisements appeared last week. The first was called, "The Doctor put her on Bovril," and showed a medical man helping a child to mount a very picturesque calf. The other was "a selection of Bovril Rhymes, published and unpublished, composed by the company's staff or contributed by the public." One of the best samples was "Britain's boys are all born fighters—Bovril builds the little blighters."

Shop-Window Lighting

An instructive address on "Scientific Shop-window Illumination" was given at a meeting of the Hebden Bridge Chamber of Commerce recently by Mr. M. C. Toner, M.I.E.S. London. He used a series of lantern slides to illustrate his remarks.

Publishers' Dramatic Circle

The annual performance of Benn Brothers Dramatic Circle was given in the Blackfriars Theatre on Friday and Saturday evening last week. The piece selected was James Montgomery's "Nothing but the Truth." There were crowded audiences on both evenings. Among those present were Elizabeth Lady Benn, Mr. John Benn, Mr. H. P. Shapland (managing director), Mr. C. E. Hughes, Mr. F. H. Elliott, Mr. E. E. Starke, Mr. A. R. Pain, and Mr. Crole Rees. On Saturday evening the thanks of the directors were expressed by Mr. John Benn in the absence, in Italy, of his father, Sir Ernest Benn.

Market Research in England

In his address to the Publicity Club of London at the last meeting, Mr. J. George Frederick mentioned the large amount of market research undertaken by the Burroughs Adding Machine Co. in America. We are informed by Messrs. Burroughs Adding Machine, Ltd., London, an associated company, that the same methods of analysing the market as well as sales is undertaken in this country.

Britain Awake

Mr. J. George Frederick, who left for the Continent just before Easter after a rapid and very busy visit to manufacturers in Britain, told a WEEKLY representative that he had been particularly struck during his visit by the extent to which British business men were awake to the value of business research. "Your manufacturers have less to learn from America than some Americans think," he said.

Rifle Club Dinner

The annual dinner of the Rifle Club associated with the firm of C. Arthur Pearson, Ltd., was held last week at the Villa-Villa Restaurant, when Mr. J. M. Bathgate, the managing director, presided and presented the prizes won during the season. The toast of "The Visitors," proposed by Mr. Bathgate, who welcomed several former members of the staff, was replied to by, among others, Mr. S. G. Coram and Mr. E. Jackson. An excellent after-dinner concert was provided by house talent.

Shopping Week for Belfast

Belfast and District Chamber of Trade have decided to hold an Empire Shopping Week, probably in October. The intention is to invite Dominion representatives to exhibit their products, contemporaneously with displays of British and Ulster goods.

To Advertise Pageants

The public are being invited to provide a coloured design for a poster to advertise the York Grand Military Torchlight and Searchlight Tattoo. The committee are offering a prize of 10 guineas. The designs should be done in the proportion 15 in. by 12 in., and should not be less than 10 in. by 8 in. No wording is to appear on the sketch. Designs should reach the hon. secretary, York Grand Military Torchlight and Searchlight Tattoo, Headquarters, Northern Command, York, not later than Wednesday, April 21.

Results

"We were astonished at the number of orders from individuals and large users, which we received here as a result of our advertisement appearing in THE MORNING POST."

(From a recent letter from Clausewell Products Company, of 1, Rochester Row, S.W.I., Manufacturers of "Whiteshine" Polish.)

If you have a good article to advertise

It Pays
To Put It in the POST

The Morning Post

MORNING POST BUILDING,
346, STRAND,
W.C.2.
Telephone : City 1500.

PERCY WATSON,
Advertisement Manager.

The Inset as a Selling Aid

Why it Should Be Included More Often in Schemes for Press Campaigns—A Valuable Auxiliary Sales Stimulant for Mail Order Business—Relative Cost

By A. J. Watkins, F.S.M.A.

THE satisfactory result of certain "inset" advertising in the magazine class of publication, which has come within my experience recently, has confirmed my previous opinion of the value of operations in that direction; some analysis of the advantages and relative cost should prove useful to advertisers who have not yet considered this phase of Press publicity.

The reason why insets are seldom included when planning advertising campaigns is partly due, no doubt, to lack of data on which to base a decision, and partly owing to conditions in the past when the waste attending inset publicity was notorious through the indifference of the public towards advertising generally. Two or three decades ago the format of monthly periodicals restricted advertisers' announcements to separate sections, front and back, of the editorial matter. Popular magazines were far less numerous then than now. Readers valued them sufficiently to have them bound in volume form, for which purpose the advertisement pages could be removed bodily from the magazine proper, and destroyed. The prolific output of this class of literature nowadays has resulted in such publications being seldom carefully preserved for occasional re-reading. Facing and next matter positions for advertising have long since ceased to rouse the readers' resentment as they did when first introduced. Advertisements are now accepted by the public as a matter of course; that the old prejudice has gone is proved by the results obtained through "special" positions.

To-day's Advantages

To-day's conditions are all to the advantage of the advertiser; magazines and similar publications have a longer active life than ever before possible. They circulate freely from one person to another and are not discarded until constant handling has reduced them to a comparatively useless condition; many secure a new lease of life through the second-hand bookstalls.

Although "bound-in" is the most effective plan—where such a contract is accepted—whether bound or loose such advertising stands out prominently from the general mass of advertisements; insets, in fact, dominate even announcements occupying special positions—for several reasons. In every case the equivalent of a "solus" position is created, and whether the inset is one of two or four pages, there is the immense advantage of ample space in which to "tell the

story"; and most mail order propositions—books, educational and otherwise, offered on the instalment plan, in particular—need considerable elaboration of copy to induce the desire for possession. Moreover, the advertising can be made more attractive than that occupying run-of-paper space, by printing in two or more colours, and the selection of type can be made without having to conform to any typographical limitations incidental to the publications in which the insets are to be issued. For mail order businesses the four page format is sufficient in area to accommodate an interesting selection of illustrated postal bargains. If the inset contains an urge to write for a complete catalogue of "equally attractive offers" good business is certain—if the goods are right; even the two-page inset should be well worth while in this connection if the medium chosen is one that does not accept insets of four pages. For coupon schemes the inset possesses obvious advantages.

Relative Costs

In comparing the relative cost of inset advertising, and that of equivalent orthodox space in the magazines, much depends on the class of publication and the "make-up" of the inset; the production costs of the latter may range from that of an ordinary type setting to an expensive three-colour lay-out. This commitment has to be borne by the advertiser, such publicity matter not being an integral part of the publications accepting inset distribution. To demonstrate the practicability of keeping within the cost of a comparative area of "legitimate" advertising space I have based the following estimates on the rates, both for inset insertions and usual advertising space, as charged in connection with a popular monthly magazine of many years' standing, with a circulation of 80,000. I give two analyses dealing respectively with the 2-page and 4-page inset propositions.

TWO PAGE INSET.

<i>Insertion.</i> —		
80,000 at 7s. per 1,000	..	£28
<i>Production.</i> —		
Printing (one colour)	..	£32
Planning, copywriting, sketches and blocks	..	£24
		£84
If two colour (extra)	..	£16
		£100

TWO PAGE SPACE.

Two whole pages at £50 per page	..	£100
(Sketches and blocks extra)		(if any).

Thus it is possible to broadcast 80,000 insets printed in two colours at a less cost than that of booking equal space at the publication's standard rates. It will be seen that although the computed cost is balanced in this estimate—necessarily approximate, yet with a fair or even generous allocation for production costs—to the quotation for the 2-pages of standard advertising has to be added cost of sketches, blocks, and special settings if these enter into the plan adopted. If one colour only is used for the inset a two-colour effect can be obtained by printing on coloured stock and a saving of several pounds effected on space rates alone. If the inset consists of four pages the comparison is still more interesting when the hundred-per-cent. increase of space over the 2-page inset is considered, as evidenced below.

FOUR PAGE INSET.

<i>Insertion.</i> —		
80,000 at 8s. per 1,000	..	£32
<i>Production.</i> —		
Printing (one colour)	..	£64
Planning, copywriting, sketches and blocks	..	£45
		£141
If two colour (extra)	..	£32
		£173

FOUR PAGE SPACE.

Four whole pages at £50 per page	..	£200
(Sketches and blocks extra)		(if any).

Note.—Both estimates are for loose insets.

The extra cost for binding-in, in publications which undertake to do so, with certain exceptions, varies from 1s. to 2s. 6d. per 1,000. The valuable point gained by the inset reaching the potential buyer of the goods advertised, "bound-in" the magazine, needs little emphasis—the life of the advertising is increased immeasurably.

Points to be noted carefully are:

(a) Insets are barred from the foreign and colonial circulations of magazines.

(b) Certain publications restrict size to less than full page.

(c) Only a limited number accept insets of four pages.

(d) Only a few contracts to bind in. The field available is, however, sufficiently wide to enable the advertiser to avoid these few restrictions, excepting the first, which applies generally.

Finally, an outstanding advantage in connection with inset advertising is that insertion in a portion only of a magazine's issue can be contracted for, if desired.



AT one time the hand loom, with its single operation, provided a sufficient means to meet the demands for woven cloth. Changed conditions and commercial progress soon proved the hand loom inadequate. Inventive genius met the situation with the wonderful weaving machines of to-day with their perplexity of mechanical contrivance and delicacy of adjustment.

So it has been with Advertising. To-day no one man can deal with the complexity of modern Advertising, which has developed side by side with the progress of business.

Only a complete Organisation, with the knowledge and equipment needed for the proper handling of the many phases of Advertising, can adequately supply the service called for by modern business.

The Mather & Crowther Agency is an Organisation of this nature, with the departments and staff necessary for carrying out the practical detail and with an Advisory capacity born of a wide experience in the handling of Advertising for many and varied products.

*¶ We invite Principals to visit us
and investigate our organisation
to see how we do things.*

MATHER & CROWTHER
LTD.

MODERN ADVERTISING
10-13, NEW BRIDGE STREET
LONDON
E.C.4.

Advertising that stands out from the crowd



built advertisements dominate and compel attention by their forceful character.

Strong, interesting headlines; different illustrations; action-inviting "copy"—all these are welded into complete harmony, and the final scheme is based on the three principles of

Policy Pen and Pencil.

We should be happy to hear from any advertiser or prospective advertiser who is seeking such sane Service.

*A copy of our latest
folder sent FREE
on request.*

Ruddock, Noller & Ruddock,

*Specialists in the planning
and placing of advertisements,*

3, OLD JEWRY, CHEAPSIDE, E.C.2.

Telephone: Central 4202.

Publication Notes and News

£800 for Football Club

The Accrington Stanley Football Club were in difficulties and, at the request of the directors, the *Accrington Observer and Times* opened a popular Shilling Fund, resulting in the collection of £800.

Eight Composite Pages

Between March 26 and March 30 the *Western Mail* published eight composite pages. Three concerned "Motoring for Easter," two dealt with the amenities of Penarth, one with Weston-super-Mare, and two with Tenby. All the pages were well supported with advertising.

A New "Progress"

Progress, the quarterly magazine of Lever Brothers, Ltd., which circulates to over a quarter of a million people throughout the world, appears this month as the first of a new series. The cover design, painted by Andrew Johnson, will be recognised as the latest poster, "Sunlight Girl." While the new magazine is principally concerned with the business of Lever Bros., it contains much of general interest.

Artificial Silk Number

The Manchester Guardian Commercial, on April 15, will publish a special artificial silk number.

Special Spring Issue

The special spring number of the *Cabinetmaker* contained 246 pages, of which 198 were devoted to advertisements. A coloured plate was included in the editorial section, and the issue creates a record.

Torquay Presentation

The staff of the *Torbay Press*, Torquay, assembled on Saturday for the purpose of making a presentation to Mr. Charles F. James, who has for five years been advertising manager of the paper. This took the form of a pewter tea service. Mr. James is now publisher of a new weekly, the *Westcountry Free Press*, Plymouth.

House Organ in Colours

The Beardmore News, the house organ of William Beardmore and Co., Ltd., this month, contains a large amount of advertising and editorial in colour. One interesting article tells the story of the Latvian ice-breaking ship just sent out of the Beardmore shipyard.

Billiards for Charity

The sixth Annual Amateur Billiards Tournament promoted by the *Accrington Observer and Times* was successfully concluded on Saturday. There were ninety-four entries and £293 has been handed to charities as a result of these competitions.

London in 18th Century

An interesting feature of the April number of *The Mask* is the first eight folding plates of Horwood's Road Plan of London, 1792-1799, showing every street and court in eighteenth century London.

Novel Bulb Advertising

Last week we mentioned that, in order to help the local bulb growers, the *Spalding Guardian* had sent out a number of boxes of daffodils. The opinions of some of the recipients were published in a half-page this week, and these included many of our best known advertising men.

"Green 'Un" Advertises

An interesting feature was noticed in Sheffield last Saturday in connection with the Semi-Final Cup Tie. The *Sports Special (Green 'Un)* had a number of boys dressed in green suits parading the streets and railway station approaches.

Advertising Goole

Arrangements for celebrating the hundredth anniversary of the erection of docks in Goole are well in hand. Adhesive stamps in colours have proved very efficient ambassadors. The publicity committee has also prepared a handsome local guide-book. The text has been written by the editor of the *Goole Times* (Mr. J. R. Lloyd Hughes) and Mr. R. Townend, the manager of the *Goole Times*, has undertaken a good deal of the business side of the work.



*An adhesive stamp in three colours
to advertise the Goole dock centenary*

FLEET ST. WEEK FOR BART'S

The arrangements for the third "Fleet Street week for Bart's" are well in hand. Lord Stanmore, the hon. treasurer of the hospital, is chairman of the committee and Mr. Matthew Blythe, who was chairman for the last two Fleet Street weeks, is the deputy-chairman.

The headquarters will be at 3 and 4, Red Lion Court, through the courtesy of Sir Charles Starmer, and the furnishing of the offices has been undertaken free of charge by Mr. Edgley, of Fleet Street. Mr. F. W. Slaughter, hon. secretary of the Fleet Street Club, is the hon. secretary of the Week.

A matinee at the Elephant and Castle Theatre has been fixed for one day. The turns have been arranged by Mr. N. Carter Slaughter, and the Barts' students will also form a concert party for this event.

Jack Hobbs has promised a bat, autographed by the two Test Match teams, and arrangements are being made to sell this for the benefit of the funds through one of the daily papers. Mr. George White, of the *Westminster Gazette*, has promised two tickets for the test match at the Oval for the winner of this bat.

It is also contemplated running a boxing tournament at the Stadium in aid of the funds and an all-star matinee at one of the prominent West End theatres. The students will concentrate their efforts on the flag day, which will be held on the Friday of the week.

The previous two "Fleet Street Weeks for Bart's" have, under the chairmanship of Mr. Matthew Blythe, been very successful and have realised nearly £18,000 for the hospital. It is hoped that advertising men will support this event in every possible way.

ADVERTISING TO THE CONSUMER AND RETAILER



The Man's Shop

The NEWS OF THE WORLD with its net sales in excess of 3,000,000 copies per issue, and with more than 9,000,000 readers, is read by over one-fifth of the total population of the British Isles.

Advertisers of men's wear can count on reaching through it at least 1,069 of the 5,345 retail outfitters in the British Isles simultaneously with this huge market of consumers.

In addition, therefore, to creating a great public demand, the NEWS OF THE WORLD is a powerful influence in obtaining effective trade distribution.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

"Tuesday Morning Blotter"

A Novel Canadian House Organ.

By Ernest A. Dench.

WE know a professional man who never spends a penny for blotting paper. He depends on the postman for his supply, and opens every piece of circular matter with great zest. The blotters are looked over, and placed aside to await their turn as they are used up on his desk. He likes them with a coated surface, for he finds them nicer and smoother to the touch.

Every man has his little weakness or pet economy. Some collect pins; others, paper clips; still others, rubber bands. But these carry no advertising for your house, whereas the blotter does.

Apparently, there are thousands of blotter collectors in this business world, if the successful experience of a Canadian office supply concern is any indication.

In the latter part of 1923, Grand and Toy, Ltd., Toronto, Ont., started the publication of their novel blotter house organ, appropriately named the "Tuesday Morning Blotter."

K. G. Anderson, advertising manager, sought a plan by which to keep in constant touch with their customers and prospects. Some of the former patronised the concern possibly three or four times a year—and even then they sent their office boys or typists to do the buying. Naturally, suggestive salesmanship was out of the question, and still there is a steady flow of office equipment innovations which should be brought before the attention of executives from time to time.

Circulars, form letters and the like were dismissed on the grounds that only a small percentage would likely be read. Speciality salesmen were too expensive to send around from office to office.

Out of all this the decision favoured the blotter, which, from the very start, earned its keep.

The Blotter I Like

It is a fortnightly publication, in the post early every other Monday, to be sure of local delivery Tuesday morning. Usually the mail on that day is light, after the heavy flow on Monday, so its chance of being read and retained is greater.

The physical format of the "Tuesday Morning Blotter," is 8 by 4½, and is always produced in two colours. At the top is a striking line engraving, carrying the title, "GRAND AND TOY'S TUESDAY MORNING BLOTTER." Below this comes the volume number, number of issue and the date line—complying with the best practices of a regular house organ. Following this is the body of text matter around a timely offering, with at least one illustration of the advertised product. The blotter concludes with Grand and Toy's name plate,

with telephone number and their slogan ("Everything For the Office") also present to get action from the reader.

From the very beginning institutional copy has been steered clear of, for there is hardly a Toronto business man who does not know of Grand and

ON TO BLACKPOOL!

- 1. The "Advertiser's Weekly" next week will be a special Blackpool Rally Number.
- 2. Lieut.-Col. Lawson will suggest the way to get the most out of Blackpool.
- 3. There will be a special forecast of the programme by Major P. C. Burton, Chairman of the Programme Committee.
- 4. Mr. Andrew Milne will give some reasons why publicity club members should attend the Convention.
- 5. "What the Clubs are Doing for Blackpool" will form another interesting article.
- 6. Mr. J. Vincent will tell Lancashire's objective in organising the Blackpool Convention.

It is an issue that you will want to keep!

Toy's. The vital point, then, was to sell to regular customers more often, and develop regulars out of casuals. With the constant flow of new lines of office equipment, there is ample scope here for writing a newsy piece of copy every two weeks.

The blotter rarely shows how the business man can save money, by price slashing on the part of Grand and Toy's. This vicious practice is whole-heartedly condemned by them.

There is another way to show the business man how to save money and lessen overheads, and that is to bring before his notice details of improved devices and systems with which to increase the efficiency of his office. The latter road is the one followed by Grand and Toy's, and as their blotter is now a regular visitor, it is looked forward to for details of what is new in office efficiency aids.

Random Reviews

On our desk now reposes a stack of the blotters. Picking them over at random, this is what our inspection yields: 1. A new file for personal papers for the executive, neat, convenient, private. 2. Visible record keeping, recommended as being "from three to four times faster than the 'card-in-the-box' file, reduces office expense and places vital business facts squarely before your eyes."

3. Dustproof inkstand, with results of test conducted by Toronto wholesaler, who discovered that outlay was recovered first year in the ink saved. 4. Gives the busy executive an idea how to save his time by the use of desk trays. We repeat it here: "simply place two desk trays (built up in two tiers), on the corner of each executive's desk, one for 'Outgoing,' and the other for 'Incoming' papers. Have a boy make the rounds of these trays every hour, and deliver the memos, letters, orders, etc., they contain, from department to department, executive to executive." The suggestion is given added force by the statement that "this plan is in operation in several large Toronto offices and is a great success. We will gladly assist you in organising some such idea in your office, without obligation or charge, of course." A boxed-in piece of copy at the right hand contains prices, illustrations and particulars of several types of such trays. 5. Another new idea free of charge, showing how to index a loose-leaf book by subject, by the use of index strips. 6. "The Origin of the Eraser." Some little-known facts, with sales punch to this prosaic article added by a new type-writer eraser recommended for difficult erasures. 7. "The Pen of Yesterday" More historical data, brought up to date by offer of steel pen comfort, pens for which are made in England to Grand and Toy's specifications.

Copy with a Punch

We have given sufficient examples to hint at the wide range of subjects covered and the versatility of treatment—another vital point. Each piece of copy is prepared with an eye on sales, either by presenting the busy executive with a brand new idea, or by interesting him in some little-known historical fact. His interest aroused, he learns of what Grand and Toy's have to offer in this line, with the necessary prices and particulars.

Now and then a blotter does not carry prices or descriptions. This is generally a product which calls for demonstration and with a wide range of styles and sizes, such as filing cabinets, steel storage shelving and safes.

Mailing List Care

To form the nucleus of a perfect postal list after the blotter had been published several months, Grand and Toy's assigned two outside men to go from office to office, from factory to factory, from shop to shop, to check up every stencil. This consumed six weeks of their time, during which their "line" was this: First they asked the interviewed executive whether he received the blotter regularly. If he did, would he kindly fill out the card carried by the caller, on which his opinion of the blotter was solicited. It was surprising the number of helpful ideas—far more valuable than the actual praise—which were volunteered, particularly with regard to their office needs. (All Rights Reserved)

NEWS

l with the
to want

P

was right
ore postal
ought of

& WITHEY GROVE, MANCHESTER

Good Ideas for Advertisers

An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking

For Unkeyed Coupons

If it happens that the key to a coupon has been accidentally omitted in one or two papers, there is a simple way to repair the omission. Take cuttings of the coupon from the papers that have omitted the key and paste them face downwards on a piece of cardboard. With this card before them the clerks can then check the coupons by the back of each one, since it is long odds against any two papers having exactly the same matter on the reverse of the page on which the coupon was printed. This checking should be done as the coupons come in.

F. E. R.

A Sail! A Sail!

Dramatising a breeze for electric fans is usually done with a few strands of coloured silk. There is a newer and more attractive idea. A painting of a yacht under full sail and heeling over can have wooden yard arms attached to the painted mast with an actual sail of canvas. As the fan rotates, this sail will fill and flap most realistically. But it is well to enlist the help of an amateur yachtsman in arranging the display as otherwise some wholly ridiculous error may vitiate the effect of the picture in the minds of those who know.

T.E.

Folder that Sold Mushrooms

Four years ago an American commenced canning mushrooms. It was the first time this had been done in America, and the experiment proved satisfactory. In place of a large advertising campaign, he prepared one small lithographed folder in colours, showing the housewife how to serve canned mushrooms. The folder contained many novel hints, and the retailers, who had never had any sales help from the foreign makers, distributed it in large quantities. The folders were imprinted with the retailer's name and the returns were remarkable. The third edition is now being used, and there is every indication that the fourth edition, a half-million run, will be exhausted before the end of the spring. Over a million pounds of canned mushrooms were sold last year as a result of this one folder.

Showing the Salesman

Many articles that are used by every class of business man are advertised in selected trade journals. Merchandising this advertising is probably more difficult than in the case of general publicity, since the salesman may not see the journals so frequently. One firm has overcome this problem by publishing a house organ for the salesman and dealers, in which is explained the appeal of every advertise-

ment inserted. Articles in this house organ describe the special characteristics of business papers and point out the advertising value of the media. By this means the dealer's salesmen know just what the manufacturers of the product want them to say.

Association for Distributors

A firm of manufacturers has conceived a new idea in sales conferences. Instead of the manufacturer calling a conference of distributors and talking to them about the product in question, the idea has been evolved of forming a distributors' association. This body elects its own officers, holds annual conventions, puts on a programme that covers every possible phase of the products' merchandising, and has developed an enthusiasm that is remarkable. The distributors themselves are invited to give addresses on the pro-

ducts' selling points, and they are taking a keen interest in the association. All advertising is submitted for the approval of the association before insertion.

Choosing the Right Words

One point some manufacturers have to watch carefully is the technical terms used in different countries. Everyone will probably remember that very early American attack upon our boot market when large sums of money were spent on advertising. They used the word "shoes" when they really meant "boots." Americans, of course, talk about shoes and low shoes, and those people never took the trouble to find out if the terms had the same meaning over here.

Again, I have recently been doing a certain amount of export advertising for Morris Motors, and before anything appeared I carefully compiled a glossary indicating in which countries petrol was called "petrol" and in which countries it was called "gasolene"; where they spoke of "wings," where of "mudguards," and where of "fenders." Inaccuracy in a single point of this sort may cost the advertiser pounds.

—Mr. Eric Field at Northampton.

The Call to Philadelphia

A Chance to Sell More British Goods

By Barrington Hooper, C.B.E.

ADVERTISING is now one of the most important of Great Britain's industries, and it is, therefore, imperative that this country be adequately represented at the International Advertising Convention which is to be held in Philadelphia this summer.

Everybody advertises nowadays. In this country alone something in the neighbourhood of a hundred millions is spent every year on advertisements in newspapers and on hoardings. Yet we are still behind America in the attention we give to advertising, and for that reason it is important that all associated with the profession should seize the opportunity offered by the great Convention in Philadelphia to meet their colleagues from other lands and to learn from them what they have to teach on what is really a new science of selling.

At Home we are urged to buy British goods. It is even more important to sell British goods, and all who go to Philadelphia will have a chance of bringing British products before an audience representing practically the whole buying power of the world.

No advertising man can afford to ignore the claims of Philadelphia. The manufacturer who cannot himself cross the Atlantic but who desires to bring his wares before the notice of the world would do well to commission a service agent to represent him at the Convention.

A word to the woman advertiser. The position of women in advertising in

the United States, and the strength of the Women's Advertising Clubs there, are well known to all. It is particularly desirable that the organised advertising movement in this country should be represented at Philadelphia by a delegation of advertising women worthy of the record of women in British advertising.

MESSAGE for PHILADELPHIA

Sir Philip Cunliffe-Lister, President of the Board of Trade, has sent a message to the organisers of the British delegation to the International Advertising Convention in which he says:—

"The International Advertising Convention which is to be held next June in Philadelphia will provide a great opportunity for those interested in the development of the sale of British goods. The appeal to buy British goods has found a ready and a growing response among the people of this country. It rests with the sellers of the goods, encouraged by that response, to create and maintain the demand for their goods. Effective advertising is one of the best methods of achieving this end.

"The Convention this year is being held in what is probably the largest consuming market in the world, particularly for the high quality goods in the production of which this country excels, a market which responds readily to the influence of the best publicity."



At the Hub of Industrial Wealth
Daily Dispatch
EVENING CHRONICLE



CHANGE OF ADDRESS

The great expansion of "The Daily News" and "The Star" and the development of these two papers involve the removal of the advertisement departments to new and larger premises.

PLEASE NOTE CAREFULLY
THAT the following will be the
NEW ADDRESS of the advertisement departments of

The Daily News
and

The  Star

**Bouverie House, 154-160, Fleet Street,
London, E.C.4**

On and after Monday, 12th April, 1926.

The Telephone Number
remains unaltered.

CENTRAL : 5000.

The Evening Bulletin—Philadelphia

welcomes British Manufacture

22nd Annual Convention of the Association



Aero Service Corp. of Philadelphia

THE HEART OF PHILADELPHIA

The photograph shows the centre of Philadelphia and the many skyscrapers that house its business and professional firms. The large tower in the centre is the City Hall and around it radiate the retail and commercial activities of the Third Largest City in America.

Finding New Markets for British Made Goods.

A good start to getting increased outlets for British Made goods is to advertise them over-seas in communities that are most receptive.

Philadelphia, the third largest market in America, is, perhaps, the best city in which to begin an advertising campaign for any English article.

Most of its 2,000,000 population is of English descent, in fact the city was founded and laid out by a great Englishman, William Penn, who called it "the City of Brotherly Love."

Nearly 8,000,000 people live within an 80-mile radius of Philadelphia of which it is the trading centre, influencing the other great American markets to the South and West.

British steamers make regular sailings to and from the Port of Philadelphia, and it is possible for the British merchant to ship his goods here without transfer en route.



Convention Headquarters are in the Bulletin Buildings, and British Delegates are invited to make this newspaper their Headquarters. The staff of the Bulletin's advertising department will gladly give British delegates first-hand information regarding the Philadelphia market.

Foremost Newspaper and Advertisers to attend the Advertising Clubs of the World at Philadelphia



Aero Service Corp. of Philadelphia

WHERE THE A. A. C. W. CONVENTION WILL BE HELD.

In the lower left foreground may be found the group of buildings of the University of Pennsylvania where the proceedings will take place. Franklin Field, the vast stadium shown in the centre, seats 80,000 persons. In the upper left is the business portion of Philadelphia, and across the top is the Delaware River and the city of Camden.

Fresh Ideas and Viewpoints at Philadelphia.

The Convention of the Associated Advertising Clubs of the World is to be held at Philadelphia, June 19 to 24, 1926, and offers an excellent opportunity to the British business man to visit America and mingle with the keenest minds who will there assemble to discuss and formulate plans for business expansion.

Delegates from all the world, as well as from all sections of the United States and Canada will give and get new ideas, fresh viewpoints, valuable plans and suggestions for utilising advertising in creating, holding and serving world markets.

The deliberations of the Convention will be held in the buildings of the University of Pennsylvania, while the 8,000 manufacturing plants and 55,000 wholesale and retail business establishments of Philadelphia will also provide ample opportunity for the studying of American business places and methods.

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in the United States.

524,662
copies a day.

"In Philadelphia nearly everybody reads The Bulletin"

CLUB NOTES & NEWS

Newcastle-on-Tyne—The Importance of the Woman's Page

In an address at the last meeting of the club, Mr. H. J. Caveney, publisher of the *Newcastle Chronicle* series, stressed the importance of the woman's page. He claimed it as one of the greatest assets of the newspaper. "When you appreciate that possibly four-fifths of men's incomes are handed over to their wives each week," he remarked, "it is easily realised where the purchasing power lies, and to whom advertisers should make a very strong appeal."

Glasgow—Literature the Background of Advertising

"The Background of Advertising" was the subject of an interesting address given by Mr. W. J. Philipps at the weekly luncheon last Friday week.

Mr. Philipps dealt with his subject from a librarian's point of view, and pointed out that advertising was a science and not an art. Science had no limitations, and was for ever capable of going further and progressing. It must, however, be permeated by art, as the power to write copy, to draw a compelling illustration, to secure the attention of the public, and to provoke the buying sense of the people would not have existed without a background. The background of all advertising was literature, and literature was the recorded thought of men and women of many ages, of many races, and of many lands. The advertising man's work touched practically all phases of life.

In connection with the advertising of goods for export, he pointed out that they must always bear in mind the religious and other susceptibilities of nationalities. He warned them against offending those susceptibilities in the drafting of advertisements or in the making of trade marks or illustrations.

Dewsbury—Publicity Club under Consideration

After hearing an address by Mr. N. Thorpe Richardson, Secretary of Bradford Publicity Club, on the functions of such clubs, members of Dewsbury (Yorkshire) Chamber of Trade on Monday appointed a sub-committee to consider ways and means of establishing a publicity club in Dewsbury, which is recognised as one of the most rapidly growing shopping centres in the West Riding.

Mr. Richardson said it was admitted that advertising was one of the strongest weapons that could be used by retailers as a means of extending their business, but it was becoming more and more necessary to follow the more scientific methods of publicity work. One of the prime functions of a publicity club was to educate its members by arranging lectures from experts on various matters of importance to traders seeking to improve their business by one or another of the

WHAT'S ON

London Club.—Hotel Cecil, 7 p.m., Monday. Speakers, Lt.-Com. Kenworthy, Dame Helen Gwyn Vaughan, Mr. John Hassall and Mr. Alistair MacDonald.

Shaftesbury Hotel, 1 p.m. to-day (Friday). "On-to-Blackpool" Lunch.

Hull.—Royal Station Hotel, Tuesday, "Newspaper Advertising and Publicity," Mr. W. B. Robertson.

Oxford.—Thursday. Football Match with Oxford Display Association.

Regent.—Griffin Restaurant, 7 p.m., Tuesday, "On-to-Blackpool" Supper.

Business Research Association.—Old Colony Club, 7 p.m., Thursday, "The Immediate Future of Business Research," Mr. Sinclair Wood.

I.S.M.A., Bristol.—8 p.m. to-day (Friday), "20,000 Miles to Sell a British City," Mr. Ernest Morison.

Birmingham.—8 p.m., Wednesday, "Advertising from the Point of View of the Advertising Manager," H. W. Eley.

Women's Advertising Club.—Trocadero, 7 p.m., Tuesday, "Wage Fixing Methods for Women," Miss Margaret Bondfield.

I. S. M. A., Manchester.—Old Colony Club, 6.15 p.m., Wednesday, "The Relationship of the Sales Manager and His Staff."

Aldwych Club.—Tuesday next at 2 o'clock, Sir Robert Lynn, M.P., on "Industrial and Commercial Development of Northern Ireland."

many forms of publicity that could be employed.

In the early stages, publicity clubs were looked upon by some people as newspaper stunts. This was probably due to the enthusiasm of the Press to take up anything new which was calculated to create or encourage more trade.

Mr. Rayner Roberts (Batley) said the primary object of a publicity club was to make retailers more efficient in their business. Members of a publicity club could introduce their assistants with a view to broadening their minds and making them better servants. A publicity club need not be confined to retail traders and advertising men. Dewsbury was a big manufacturing centre, and if a club were formed in the town its members might very well include local manufacturers.

The following committee was appointed to consider the matter and report to a further meeting of the Chamber:—Messrs. F. Megson (President), W. Hooper,

F. S. Diss, H. Eggleston, H. Senior, Brown and J. H. Cresswell.

A committee was also appointed to arrange a British Goods Week to be held in the town in the week commencing May 3 next.

Ireland—A Symbolic Gift to the President

There was a very pleasant function at the council meeting of the Publicity Club of Ireland last week, when the president, Mr. Alfred Canavan, was made the recipient of a little presentation as a mark of appreciation of his services to the club during the past twelve months. It was only a few days previously that the members heard of Mr. Canavan's approaching departure for the United States, and it was at once decided that the occasion could not be let pass without some expression of the members' regrets and good wishes.

The chair was occupied by Mr. Brian D. O'Kennedy, who referred to the fine example which Mr. Canavan had set by his enthusiasm, his earnestness and his deep interest in everything that concerned the club. They had to ask Mr. Canavan's acceptance of a little memento in the form of a Cladagh ring. The symbol of this ring, the hearty handclasp, expressed what was in all their minds that day. They wished their president to carry away with him the thought which this symbol expressed. To Mrs. Canavan the club had pleasure in sending a Cladagh brooch bearing the same symbol. An illuminated address was also presented. Mr. Canavan in reply stated that the four years he had spent in Ireland had been amongst the happiest in his life, and he looked forward eagerly to being back amongst them all later on. He would always remember the thought which was associated with their gift and the welfare of the club would continue to be his deep concern.

Subsequently it was agreed to request Mr. Canavan to represent the club at the Philadelphia Convention.

Regent—Talks on Education and on Business Research

Mr. Alfred H. Angus, late principal of Tettenhall College, Liverpool, took the place of Mr. Sydney Walton, who was obliged to postpone his visit owing to illness, at the meeting last Wednesday.

Mr. E. Boreland Green presided.

Mr. Angus chose as his subject, "A Schoolmaster's Thoughts about Business," and stressed the need for practical education. The job of the public school, he said, was not only to turn out the right material for military training, but to make business men as well. Cultured, trained, well-spoken business men were needed to-day.

He outlined his cardinal points in education as follows:—character-building first, through honesty, thoroughness, dependability and reliability. Schoolmasters needed also to develop the individuality and sympathies of their pupils. Sympathy, the power to grasp the other man's point of view, was an invaluable asset in business.

Mr. J. George Frederick followed Mr.

Tell it in two million homes, through the "Sunday Pictorial"

THE COMING HEADQUARTERS OF ADVERTISING.

The ADVERTISING CLUB

CURSITOR ST., LONDON, E.C.4

Address all communications to
Mr. E. J. TRASH, Hon. Sec. (pro tem.),
Colman's Advertising Agency, 3, Arundel Street, London, W.C. 2
Telephone: Gerrard 2701.



LONDON, the Empire's Capital, Advertising's Capital, has its own Club at last for all men engaged in Advertising and allied professions.

Just now the magnificently appointed and spacious premises in Cursitor Street secured for the Club are being overhauled and re-decorated.

Shortly the doors will be opened to welcome the hundreds of advertising men whose club needs have hitherto been neglected.

The Advertising Club is *central*—three minutes from Fleet Street, Holborn and Kingsway; is *inexpensive*—the subscription is two guineas yearly; a good lunch will be served for two shillings; is *spacious*—all the usual amenities are provided; is *all-embracing*—every advertising man is eligible for membership and all can meet on equal footing; is *helpful*—the needs of both the student and the social man will be catered for adequately

FOR THIS IS THE ADVERTISING CLUB.

PREMISES.—In Cursitor Street, off Chancery Lane, an ideal centre.

DINING ROOM.—To seat 150 in comfort.

LOUNGE.—Comfortably and tastefully furnished.

READING ROOM.—Replete with all current magazines of interest to advertising men.

LIBRARY.—Comprising all the standard works on advertising and kindred subjects.

WRITING ROOM.—A rest room for quiet, writing and rumination.

BILLIARDS ROOM.—Fitted with standard full-size tables.

CARD ROOM.—Ample facilities are available for card-players.

SOCIAL AND EDUCATIONAL.—

Dances, lectures, etc., will be arranged, under the auspices of various committees.

LICENCE.—The Club is fully licensed.

To
Mr. E. J. TRASH,
Colman's Advertising Agency,
3, Arundel Street,
London, W.C.2.

Please enrol me as a member of the Advertising Club. I enclose cheque for £2 2s. (Country members £1 1s.) for the first year's subscription to date from the actual opening of the Club.

JOIN!

If you are connected with advertising directly as through an agency, or in an advertising department, or indirectly as through printers, block makers, bill posters, etc., dealing with advertisers, you are eligible to become a member of the Advertising Club. It is for ALL Advertising men. Join now and become an original member of what will undoubtedly be the biggest advertising club in the world.

NAME.....

FIRM.....

ADDRESS.....



Eastman's TAILOR VALET SERVICE saves you pounds



Besides offering great convenience to all who desire to retain a well dressed appearance, Eastman's Valet Service enables them to do so at a very moderate cost.

The service consists of periodical calls from their nearest branch and covers the cleaning and minor repairing of one suit (or its equivalent) per week, fortnight or month at an inclusive annual charge.

Call or write for Brochure giving full particulars.

EASTMAN & SON
THE LONDON DYERS AND CLEANERS

Works: ACTON VALE, LONDON, W.3
230 Branches in London and Suburbs



BROADWAY, at 63rd STREET

The best first-class Hotel value in New York, accommodating 1034 guests, all outside rooms.

Room & private toilet 10/- per night

" " bath 14/- "

In the heart of the business and Theatre districts, British Advertising men attending the 1926 Convention will be cordially welcomed and receive the personal attention of

P. V. LAND, *Manager*,

Opened 1923—perfectly appointed

**READILY ACCESSIBLE ALL LINER
QUAYS.**

Angus with a highly interesting address on Business Research.

He commented upon Mr. Angus's tribute to the value of sympathy. This quality, he claimed, was the basis of successful advertising.

In America business men were coming more to realise that investigation should begin in the "field," not at headquarters. He instanced a corporation which spent two years in research before undertaking a new product, time which was amply repaid by the success of the commodity.

"First understand the market," said the speaker, "and then sell the goods."

Firms should keep up with field conditions, not sit on their hands; should finish with board meetings and get out and get the facts. The organisation of a research department was a solution to marketing problems. 500 American Corporations had research departments.

There were 28 different functions in advertising in America. Sub-division, said Mr. Frederick, gave expert attention to important functions.

Mr. Frederick was afterwards presented by Mrs. Ethel M. Wood, C.B.E., on behalf of the officers and committee of the club, with a silver cigarette box lined with cedar wood, in appreciation of his kindness in sparing his valuable time during such a short stay in addressing the Regent Advertising Club.

Bradford—Some Suggestions to Retail Advertisers

The last meeting of the club was devoted to a discussion on "Publicity from the Retailer's Point of View." Mr. G. H. Leeson presided.

In opening the discussion, Mr. C. P. Hitchen said that any form of publicity to be effective must of necessity be continuous. To launch out on an advertising campaign before one was perfectly satisfied that the inside arrangements were all that they should be, was simply "making a rod for one's own back," and, at the same time, bringing discredit on advertising generally.

He was of the opinion that the grocers and chemists of this country made a big mistake in being satisfied to hand over their counters packets bearing the names of other firms. Retailers would be well advised to follow out, as far as possible, the practice of placing their own names or trade marks on all goods they stocked. One point, however, should always be kept in mind. They should be sure that their goods were always as good value as competitive lines.

Dealing with the various methods of advertising, there was no argument as to which was the quickest and the most effective form of getting right to the public. The Press was undoubtedly the finest medium. Within 24 hours of the appearance of a Press advertisement the advertiser could tell whether he was on the right track. The results, if any, were always immediate, and in these days of quickly changing fashions, one could not afford to wait to see whether one was stocking the right lines of goods or not. Retailers must remember that by means of Press advertising their goods were immediately placed before a huge potential clientele. Some might protest that the method was costly, but the word "costly" was merely a comparative term which led them nowhere. They must choose the Press which was read by the section of the public with which the retailer desired to get in touch.

Speaking of the desirability of consulting an advertising agent, Mr. Hitchen

reminded the advertisers that space was expensive, and was not to be filled merely by the use of a pen and inkpot. Personally he had not much faith in advertisements which merely shouted out a name, as to-day the public had to be reasoned with and the facts given. For this reason he preferred the Press as a medium to all others. An interesting discussion followed, and replying to a question, Mr. Hitchen stated that it would not be wise to spend more than 5 per cent of the turnover on advertising, but any man ought to have pluck enough to spend at least 2½ per cent.

Manchester—Imperial Aviation a Key to Commercial Progress

Lord Thomson, the Air Minister in the Labour Government, addressed the club on Tuesday of last week on "Air Defence."

After an interesting talk on our air defence position in the event of another war taking place, he went on to urge the need for encouraging civil aviation. He had seen the enthusiasm of the German people for aviation in spite of the restrictions imposed upon them by the Treaty of Versailles, and he regretted that there was not greater vitality in the civil aviation industry here at home. It was true our islands were small, but we were citizens not merely of these islands but of a great Empire, and we ought to make Great Britain a great centre of Imperial aviation, and have air links right through to the Antipodes. If we did that we should certainly keep in the van of progress, and build up a great and formidable reserve to our Air Force.

The civilian airman would become as important as the old mercantile marine which gave such magnificent service to the Navy. We must develop a habit of the air.

He believed we were getting good value for our money in our present Air Force. He had been in France, Italy, Germany, and the United States, and had met experts there. They had all told him that they envied our organisation. But the weakness of our organisation lay in the fact that there was not sufficient interest taken in aviation generally throughout the country.

I.S.M.A.—National Conference at Cheltenham

The National Conference of Sales Managers to be held at Cheltenham from June 11 to 15 is securing excellent support, and the Conference slogan is "Meet more—sell more." The slogan suggests that every sales manager must benefit by meeting other sales managers for the exchange of ideas and knowledge. Sales managers, in meeting more prospects personally, will secure more customers. Every sales manager, therefore, is invited to meet his brother sales managers at Cheltenham.

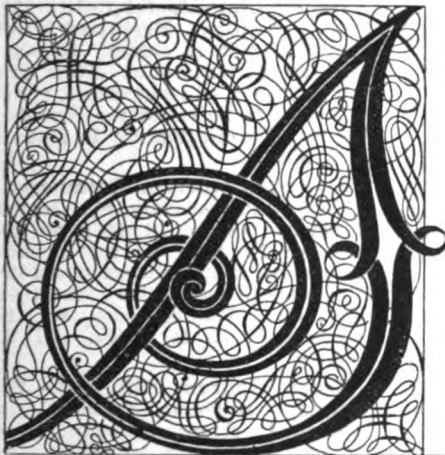
Cardiff—Convention Enthusiasm. On-to-Blackpool Committee Formed

A strong "On-to-Blackpool" Committee has been formed, and every effort is being made to secure a really good delegation from Cardiff. The Committee is composed as follows: Messrs. W. Fairman, Justin McCarthy, H. Hauser, Tom Sanders, M. L. Bateman, G. G. Napier and T. W. Dockett Smith (hon. secretary).

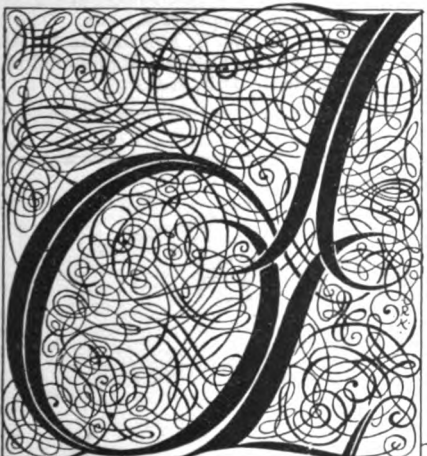
Mr. Andrew Milne was present at the Luncheon Meeting last Tuesday, and spoke on the Blackpool and Philadelphia Conventions.



How much ought an advertiser to spend on drawings? The answer to this question depends on the particular circumstances of every case.



There are cases where the finest drawings that money can buy are necessary. CARLTON STUDIO, with its artists of international reputation, offers you unsurpassable work at lower prices than you will be quoted elsewhere.



In other cases, the expenditure on drawings must be kept within strict limits. And again you will find that CARLTON STUDIO offers you better work at your price than you can obtain elsewhere.

of
**Advertisement
Art Work**

Write and let us suggest the kind of drawing you should use and the price to pay for it.

CARLTON STUDIO Ltd. 62, GT. QUEEN ST. KINGSWAY W.C.2

The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

WINDING-UP PETITIONS PRESENTED

Neutron, Ltd.—Petition presented to High Court on March 22, by Edward Hunter and Co., Ltd., a creditor. Hearing, April 18, at Royal Courts of Justice, Strand, W.C.

Art Back-Ground and Exhibition, Co., Ltd.—Petition presented to High Court, on March 26, by Alexander McLellan Shields, 6, Castlenau, Barnes, Surrey, Business Organiser. Hearing, April 13, at Royal Courts of Justice, Strand, W.C.

VOLUNTARY LIQUIDATIONS

(NOTE.—*Voluntary liquidations may, in some instances, refer to companies in course of reconstruction*).

The Shaftesbury Press, Ltd.—Resolved March 23, that the company be wound up voluntarily.

A. and H. Spurgeon, Ltd.—Resolved March 23, that the company be wound up voluntarily, and that Mr. D. A. Jacobs, C.A., 39, Berners Street, W., be appointed liquidator.

F. G. Woodward and Co., Ltd.—Resolved March 24, that the company be wound up voluntarily, and that F. F. Charles, I.A., 52, Queen Victoria Street, E.C., be appointed liquidator.

Automatic Printing Machines, Ltd.—Resolved March 18, that the company be wound up voluntarily, and that Mr. H. R. Reid, 43, Fetter Lane, E.C. 4, be appointed liquidator.

The Central Stationery and Printing Co., Ltd.—Resolved March 30, that the company be wound up voluntarily, and that E. Webster-Jones, 19, North John Street, Liverpool, be appointed liquidator.

MEETINGS TO HEAR LIQUIDATOR'S REPORT

Premier Press, Ltd.—(in voluntary liquidation).—General Meeting of members at 18-19, Ironmonger Lane, E.C.,

May 3, at noon. Liquidator: J. C. Sherrott.

Stationery Supplies Co., Ltd.—General meeting of members, at 69, Downs Road, E. 5, on May 11, at 6 p.m. Liquidator: M. Moustardier.

BANKRUPTCY NOTICE

A Bankruptcy Notice has been issued against **Charles Darby Sabini**, formerly of 70, Collier Street, King's Cross, N., whose present residence or place of business the judgment creditor is unable to ascertain. Bankruptcy Notice issued at instance of D. C. Thomson and Co., Ltd., of Fetter Lane, E.C.

PUBLIC EXAMINATION

T. A. Balls.—In London Bankruptcy Court on March 31, the public examination was concluded of **Thomas Alfred Balls**, compositor, formerly carrying on business as honorary editor of a newspaper at 3, Great New Street, Shoe Lane, E.C. The receiving order was made against the debtor on February 9 and his statement of affairs shows unsecured debts £143 and assets £4. The failure was attributed to his liability under a judgment obtained against him in respect of goods supplied and work done in connection with *The Printer's Watchword*, which, together with his own costs of the action, amounting to £46 11s. 2d., constitute his only liabilities.

ORDERS MADE ON APPLICATION FOR DISCHARGE

Cook, Sir Theodore Andrea, described in Receiving Order as Sir Theodore A. Cook, 54, Oakley Street, Chelsea, author, journalist, and magazine editor. (1671 of 1924). Order dated February 10, 1926, discharged subject to consenting to judgment for £1,000 being entered against him by the trustee and pay £1 10s. costs of judgment. NOTE.—£1,000 paid to trustee in lieu of entering up judgment.

Allen, Arthur George, residing at 11, Sparth Bottoms Road, Rochdale,

Lancs., Advertising Manager, and carrying on business at Newgate Chambers, Rochdale. (26 of 1924.) Order dated February 19, 1926. Discharge suspended for 2 years. Discharged as from February 19, 1928.

NOTICE OF DIVIDEND

Campbell, Walter Austin, residing at 17, Glen Avenue, Blackley, Manchester, and carrying on business at 14, Mulberry Street, Deansgate, Manchester. Paper merchant. (115 of 1925.) First and final dividend of 4s. 2½d. per £, payable April 8, 1926, at Official Receiver's Offices, Byrom Street, Manchester.

The Yadil Press, Ltd., 37, Bloomsbury Square, London. (00518 of 1924.) Supplemental dividend of 2½d. per £, payable March 31, 1926, or any subsequent day (except Saturday), between 11 am. and 2 p.m., at the offices of the Official Receiver and Liquidator, 33, Carey Street, W.C. 2.

NEW COMPANIES

British Lime Master, Ltd. (212874).—Private company. Registered March 31. Capital £200 in 1s. shares. Objects: To carry on the business of editors, printers and publishers of a newspaper, periodical or journal to be called the *British Lime Master*. The directors are F. Russell and J. G. Shields.

Sign Construction Company, Ltd. (212809).—Private company. Registered March 29. Capital £1,000 in 2s. shares. Objects: To carry on the business of electricians, manufacturers of and dealers in electrical and other advertisement signs, etc. The directors are H. S. Coleman, C. E. H. Fitch, and S. H. Instone.

Ernest Engram Hill, Ltd.—Private company. Registered March 26. Capital £250 in £1 shares. Objects: To carry on the business of advertising agents and contractors, writers and designers of catalogues, general distributing agents, printers, publishers, lithographers, newspaper proprietors, etc. The subscribers are A. E. Hill and L. H. Findly. Secretary: P. Carter. Registered Office: 29, Ludgate Hill, E.C. 4.

LARGEST CIRCULATION IN
NORTHERN IRELAND.

Belfast Telegraph

READ BY THE HOUSEHOLD.

Collection and Use of Marketing Data

A Survey of the Necessary Analyses—Population, Markets and Distribution—
"Standard" and "Specific" Data

By C. F. Plowman*

DATA can be roughly classified under two main heads, "standard" and "specific." "Standard" data are such as will be wanted on almost every proposition upon which the Research Department may be called upon to work. The aim must be to map and chart the whole country on definite lines so that information under different heads will be forthcoming in a readily usable form.

The most important divisions of "standard" data are:—(1) Analysis of Population; (2) Analysis of Markets; (3) Distribution Data.

(1) *Analysis of Population.*

- (a) Division into Classes;
- (b) Location of Classes;
- (c) Buying Habits;
- (d) Reading Habits;
- (e) Habits of Life;
- (f) Recreations.

(2) *Analysis of Markets :*

- (a) Number and Location of Dealers in each line;
- (b) Location of Districts (Physical Features);

- (c) Attitude of Retail Dealers;
- (d) Attitude of Wholesalers;
- (e) Attitude of Department Stores;
- (f) Marketing channels and procedure;

(3) *Distribution Data*

- (a) Likely responsive districts;
- (b) Details of Selling Plans in different trades;
- (c) Dealer Lists;
- (d) Aids to Salesmen;
- (e) Dealer Influence.

A type of data which must always be "specific" is:—

(4) *Check Up During Campaign :*

- (a) Is Demand being created?
- (b) Are Orders Repeating?

- (c) Effects of Competition;
- (d) Distributors' Attitude;
- (e) Competitive Advertising.

1. ANALYSIS OF POPULATION.—(a) *Division into Classes.*

Some of the classes into which the population requires to be sub-divided are:—

Class I (Wealthy) : Need not be further sub-divided beyond Rural and Urban Districts;

Class II (Middle) : However, should be sub-divided into rural and urban residents and then by occupations, such as : Official, professional and semi-professional workers (clerks, etc.); those engaged in trade (shop-keepers, etc.); agricultural (farmers and farm hands); Army and Navy.

Class III (Working) : Requires the widest sub-division according to trades and occupations.

(b) *Location of Classes :*

Where the people we wish to reach actually live is of vital importance to distribution. There is practically no limit to the distinctions that can be shown on the population map. By the time the country was completely routed it would be possible to see at a glance where every class of people lives.

The suggested method of making these classifications can be described as the map-diagram system. Section maps of the country on the 4-mile scale can be used to show the location broadly, of urban and rural working classes, dots representing 1,000 heads of population being a useful unit.

Town populations can be analysed more closely on the 6-inch to mile maps to show classes of population in units of 100 heads or less.

Shopping districts can be specially coloured and dealers in different trades can be shown in single units on the 6-inch or even 25-inch maps in dense areas.

The details of populations are provisionally obtainable from directories and the Census Returns, and can be checked up by investigators on the spot.

(c) *Buying Habits.*

We need to know where people can be expected to buy economically, and where the buying habit is less selective and sparing. Cash and credit business can in time be located; so can tastes and choice in buying food and clothing.

For example, expensive toilet articles and products which appeal to epicurean rather than everyday tastes can only be distributed economically in shopping districts visited by the wealthier classes included in Section I. On the other hand, breakfast foods, bread, flour, etc., can be most successfully sold in districts doing large cash business near the dwellings of the working classes. Many articles can be successfully sold in the outskirts of big manufacturing towns like Birmingham which it is almost useless to offer to the country grocer; e.g., country people are not so much in the habit of buying preparations of dried eggs and egg substitutes as would be a population living in districts where fresh eggs are scarce.

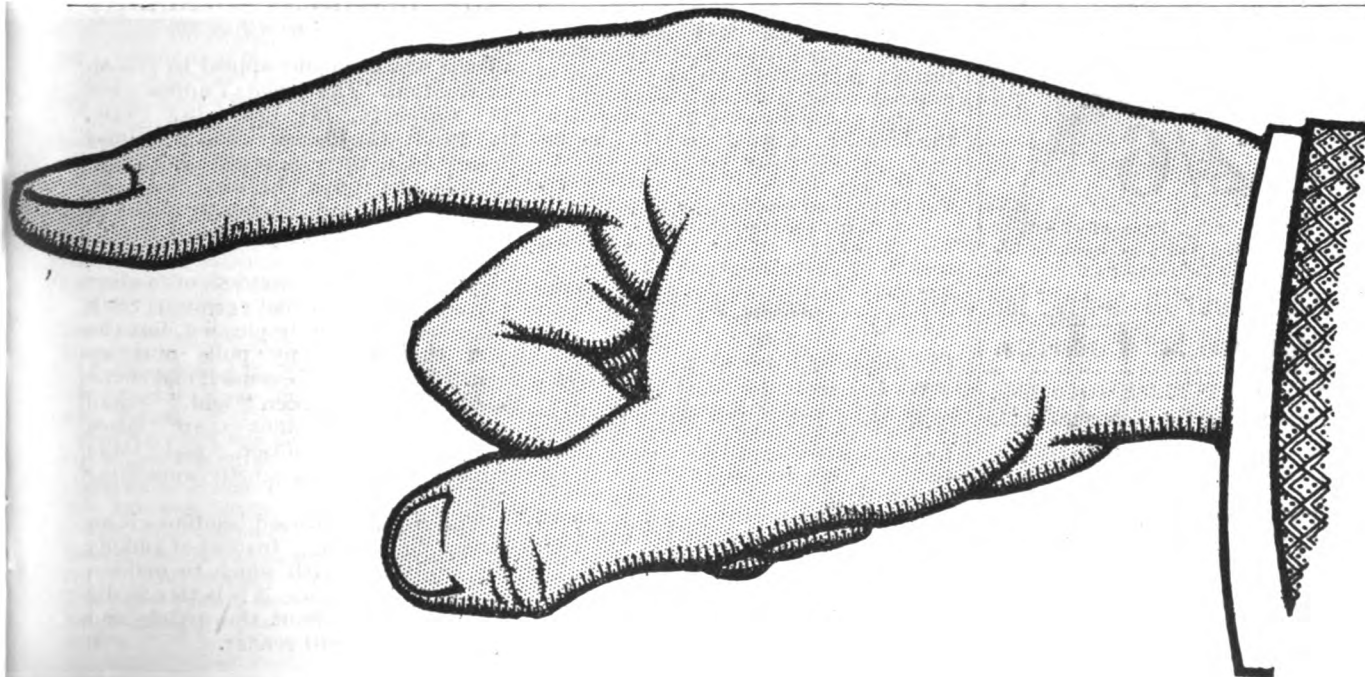
All of which is, of course, quite elementary.

(d) *Reading Habits.*

The class of paper read by the population in certain parts will influence very much the conduct of newspaper campaigns. If the goods advertised are much sought after by rural folk, it will be necessary to weigh up the chances of reaching them through the great national media, Sunday papers, or through local organs, etc.

N.B.—A proper classification under this head calls for very exhaustive information as to the character and circulation of provincial and other papers in order that expenditure on space can

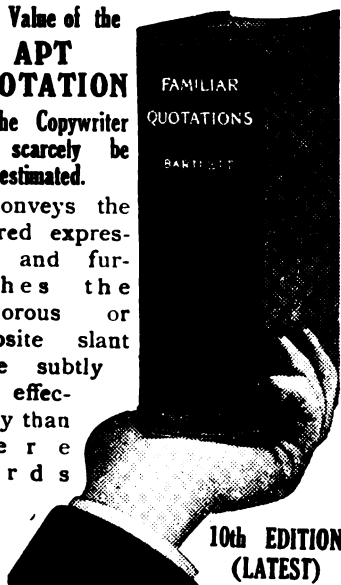
* In an address to the Business Research Association.



An "Open Sesame" FOR COPYWRITERS!

The Value of the
**APT
QUOTATION**
to the Copywriter
can scarcely be
over-estimated.

It conveys the
desired expres-
sion and fur-
nishes the
humorous or
opposite slant
more subtly
and effec-
tively than
in e r e
w o r d s
e v e r
d o.



This Invaluable Work

includes practically every quotation
in use to-day, and it is so well
arranged, indexed and cross-
indexed that it is possible to find
the one required immediately.

The exhaustively
complete Index of
Subjects and of
Phrases dealing with
these subjects number
over —

25,000 ITEMS.

Of handy size and of
light weight, this in-
dispensable work of
reference is service-
ably bound in blue
cloth and contains

1,454 PAGES.

**Remember the words of Peter
Bayle, that rarely cognisant
bookman:—**

*"There is not less wit nor less invention in apply-
ing rightly a thought one finds in a book, than in
being the first author of that thought."*

**YOU CAN IMMEDIATELY
ACQUIRE THIS WORK OF
SURPASSING USEFULNESS**

For a First Payment of

2/6

Total Subscription Price £1 - 2 - 6
Payable 2/6 down and 4 payments of 5/-
Price for Cash £1 - 0 - 0

**Post this COUPON to-day for
Prospectus and Full Particulars.**

To The GLOBE PUBLISHING Co., Ltd.,
19, Charing Cross Rd., London, W.C.2.

Please send me your free Prospectus giving
full particulars of BARTLETT'S FAMILIAR
QUOTATIONS.

NAME

ADDRESS

(A.W.)

be made the most productive. This
opens up the great question of Press
co-operation. It may be that we must
wait for some big national movement
in this direction before an agency can
get a complete file at work in this section.
At the same time, full use must be made
of such data as are forthcoming even now.

2. ANALYSIS OF MARKETS. (a) Number and Location of Dealers in Each Line.

To know where the actual distributor^s
are and their number is of vital importance.
Not only should an agency research
department be provided with special
lists or directories covering every line
of business, grocery, drugs, clothing,
etc. It must be able actually to "flag
up" the location of retail dealers. This
can be easily done when the country is
routed completely as mentioned under
section (b). Very close co-operation
with clients will be necessary in order to
keep these dealers' lists up to date.

(b) Location of Districts.

In the proper planning of a campaign
it is necessary to know where the most
likely districts are situated, considered
from the point of view of physical features,
climate and such other factors as do
not concern the proposition on the
strictly human side. Rainfall has an
influence on the sale of waterproof
clothing; softness of water affects the
sale of soaps; soil affects sales of water-
proof cement, and so on. These facts
are important in the choice of districts
to be opened up first and in the weighing
up of the success of the campaign in a
given area afterwards.

(c) Attitude of Retail Dealers.

Dealer attitude changes according to
temperament in North and South, and
as between, say, Wales and London. In
certain districts and counties, as com-
pared with others, dealers are slow to take
an interest in advertising schemes. (Here
the inherent appeal of the article also
comes in for close analysis).

In the handling of the sales force
subsequent to the first drive, one has to
determine which dealers (regarded terri-
torially) need the more frequent calls.

Here also intervenes the question of
the distribution of the advertising. The
hard-headed baker of the North when
once convinced will help to keep the
demand going for a special bread, for
example, on which he is himself properly
sold, but the more fickle baker of the
South will need the help of more adver-
tising and greater efforts on the part of
salesmen to keep him up to the mark.

Using and influencing the attitude of
the retailer depend upon the means
that the advertiser can offer him to
create new business and easier sales.
We know that, especially with new lines,
novel forms of presentation influence
the purchaser, and we must probe all
sources of information and use our own
ingenuity to the full to introduce the
element of newness and attraction in
influencing the dealer.

(d) Attitude of Wholesalers.

Wholesalers in this country are seldom
active in assisting distribution, but in
certain classes of trade it is very necessary
that business should pass through their
hands. This is particularly so in the
grocery trade when an advertiser sells
but one article. One needs to know,
therefore, in what way wholesale houses,
when they form an essential link in the
chain, can be won over to assist in the
selling plan. Investigation among repre-
sentative wholesale houses forms part
of efficient market analysis. We need

to know their point of view before we
can plan to win their co-operation, and
the research department must be able
to give sound advice on the best lines of
approach, based upon investigation and
accumulated experience.

N.B.—Personal visits must be made to
representative houses and the information
obtained, properly collected and indexed.
It has been found that, when tactfully
approached (if necessary through intro-
duction by a big retailer or trade paper
editor), wholesale houses are quite willing
to talk.

(e) Attitude of Department Stores.

Owing to their large capacity for big
turnover, department stores frequently
require to be specially won over. Some
of them do not view advertised goods
with favour, others can be depended
upon to make the most of the advertising
and to sell in great bulk. Special canvass
of department stores is frequently
necessary.

N.B.—Department stores buyers and
assistants are a fruitful source of in-
formation if handled tactfully by the
investigator.

(f) Marketing Channels and Procedure.

This is a very wide sub-section, and
of vital importance in the planning of
almost any campaign. It embraces
trade prejudices, and procedure in every
possible form. Customary wholesale
and retail terms and profits have to be
considered, as well as the usual methods
of dealing with manufactured lines
or natural products. For example,
home-grown and imported foods and
commodities are dealt with in many
different ways. The more complete
the information under this head, the
more readily can the agency grasp a
marketing situation and the conditions
and drawbacks existing under an accepted
plan. Under this head would be kept
reports of different advertisers' ex-
periences both under existing systems
and when breaking away from old
practices. Sometimes an enterprising
advertiser bursts through old market
procedure, and his experiences form a
valuable guide in advising others who
also find themselves confronted with
wasteful marketing methods.

(To be continued.)

THE DECADENT HEADLINE

(Continued from page 59)

of the words should appeal to reason
or emotion. The range of appeals are
(1) Curiosity, (2) Fear, (8) Pride,
(4) Profit, (5) Pleasure, and headlines
based upon these appeals are always
certain to have healthy interest.
These factors are apparently plain to
understand yet all too rarely put into
practice.

Blind headlines always seem to start
the reader on some fool's errand. Such
lines may be cleverly phrased, but the
fact that the copy pulls him up
generally irritates, because it makes the
reader feel he has been "sold." Small
advertisements cannot spare space
for any lost motion, and large
advertisements are worth something
better.

The creation of good headlines is an
art worth learning. Instead of looking
for fine words with which to make a
fine sounding phrase it is better to dig
for some idea about the article and
the service it will render.

CURRENT ADVERTISING

**Notes of New Business Going Out:
New Advertising Now Appearing in
the Press and on the Hoardings**

C. Vernon and Sons, Ltd., have been placing instructions for new business for Keen Robinson and the Abbey Road Building Society.

S. H. Benson, Ltd., are renewing for Virol and Milk and have again been booking space for Bovril and Rowntree.

Smith's Agency, Ltd., have business in hand for J. B. Williams Shaving Soap, and have recommenced placing for Foster Clark's Cream Custard, Dr. Scholl's Foot Comfort Appliances and Page Woodcock's Pills.

W. C. Thorn Service is again giving out displays for Whiteway's Cyder.

Winter-Thomas Co., Ltd., have increased advertising for Colgate's Dental Cream.

David Allen and Sons, Ltd., are now handling business for Monomarks and have been booking large spaces for Velocium.

T. B. Browne, Ltd., have in hand another scheme for Phoenix Silk Hosiery, and have been booking space for Mackintosh's Toffee and Ashes of Roses Perfume.

London Press Exchange, Ltd., have been booking large spaces for Berger Paints, Cadbury's, Kruschen and Radox, and issuing instructions for Glaxo-ovo.

John Haddon and Co. have recommenced placing for Vislok in the dailies, and have new business in hand for Player's Cigarettes.

Alfred Pemberton, Ltd., are handling a new appropriation for Cerebos Salt.

Stanley Elliott Agency, Ltd., have again been giving out for Kia-ora Lemon Squash.

Herbert Greaves, Ltd. (Manchester), are placing in a large number of newspapers for Foster Brothers Clothing Company, Ltd.

James Willing, Ltd., have increased advertising for Marmet Baby Carriages.

Fredk. E. Potter, Ltd., are handling another scheme for Pirelli Tyres, and have been increasing for O'Cedar Map and Pyrene.

Muller, Blatchly and Co., Ltd., have been extending for Warner Corsets and placing holiday advertising for Southend-on-Sea.

Service Advertising, Ltd., have in hand an appropriation for Brand's A1 Sauce.

Regent Service, Ltd., have been booking large spaces for B.P. Motor Spirit.

Walter Judd, Ltd., are handling a newspaper scheme for Truman's Beer.

Osborne-Peacock Co., Ltd., have been placing additional business for Kleinerts, Amami and Celanese.

Lord and Thomas, Ltd., have considerable advertising appearing in the provinces for Palmolive Soap.

C. F. Higham, Ltd., have commenced the season's holiday advertising for Margate.

J. Varney and Co. (Manchester) have been booking space for Beecham's Pills and Tetmal.

Samson Clark and Co., Ltd., are giving out a new line named Durasil.

Advertising and Publicity, Ltd., are now handling business for Rhinos.

The W.-M. Publicity Service, Ltd., have placed the campaign for the Vacuum Oil Co., Ltd., in a large list of London and Provincial papers, and a small campaign for Magnum Fertiliser in the gardening papers.

Largest Circulations

Each of these Three *National* Newspapers has a larger circulation in its respective sphere than any other newspaper

in South Africa

The Farmer's Weekly

Larger circulation than that of all other South African Agricultural Newspapers combined, including Government Publications. Reaches all classes throughout the country, and is the most widely known Paper in South Africa.

The Homestead

Larger circulation than any other Women's Paper. Circulates in every town and country district of the Union.

The Motor Weekly

Larger circulation than that of all other South African Motoring Papers combined. Reaches prospective Motorists, Motor Owners, and all interested in Transport. A high-class magazine Newspaper circulating throughout the country.

Rates and specimen copies willingly supplied on application to the Sole Representatives :

ARGUS SOUTH AFRICAN NEWSPAPERS LTD.
FLEET STREET - - LONDON, E.C.4

'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a
superb delicacy, the
result of a matchless
blend of the finest
Virginia Tobacco

10 for 10^d
20 for 1/9 | 50 for 4/3
100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM
Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1 P4

*if its
process*

Retouching

ring

Central 4682

C.D.LAWSON & CO., LTD.
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

BLOCKS.

LET US INTRODUCE YOU TO

Service & Quality

GEE & WATSON LTD
81 SHOE LANE, FLEET STREET, E.C.4

OLDHAM CHRONICLE

EVENING and WEEKLY

Advertise your Products
in Industrial Oldham.

PROSPECTIVE ADVERTISING

Some Registered Trade Marks and
Names selected from various
sources suggested as
Potential Advertisers

Nayloid.—Cellulose varnishes, Naylor Brothers (London), Ltd., Wrexham Road, Slough, Bucks.

Kushi.—Paints, varnishes and enamels. J. Dampney and Co., Ltd., Riverside Paint Works, Shore Road, Gateshead-on-Tyne.

Holybrook.—Wood preserver. Mays and Mackay, Ltd., 5, Gun Street, Reading.

Engenamel.—Enamel paint. Novel Chemical Finishes, Ltd., Novel House, 2, Buckingham Gate, S.W.1.

Apex.—Fertilisers. J. C. Whitney and Co., Eldon Street House, Eldon Street, E.C.2.

Bron-Kure.—Medicinal preparation. Philip Matkin, 708, Wakefield Road, Bradford.

Amovon.—Medicated foot paste. Wynter Bros. and Co., Ltd., 18, Low Green Terrace, Great Horton, Bradford.

Dr. Smith's Coughdrops.—Cough tablets. Hall Bros. (Whitefield), Ltd., Confectionery Works, Stanley Street, Whitefield, Manchester.

Punctuality Morning Powder.—Aperient medicines. Maxkora Hydro, 112, Bold Street, Liverpool.

Zadok.—Weighing machines and scales. Harry Webb, 131, Constitution Hill, Birmingham.

Phoenix.—Thermionic valves. Thermionics, Ltd., 638, Salisbury House, London Wall, E.C.2.

Crystal.—Gas irons. Davis Gas Stove Co., Ltd., 60, Oxford Street, W.1.

Lustrolux.—Electric lamps. Lustrolux, Ltd., Lowerhouse Mill, Albert Road, Bollington, Macclesfield.

Duboil.—Articles of clothing. Wallace Thorn, Ltd., 11, Old Cavendish Street, W.1.

College.—Woollen blankets. J. Langdon and Sons, Ltd., Langdon Buildings, Duke Street, Liverpool.

P.-V.—Leather cloth. British Pluviusin Co., Ltd., Monton Field Road, Monton Green, Eccles.

Springknit.—Socks and stockings. J. B. Lewis and Sons, Ltd., Haydn Road, Nottingham.

Pettitoire and Combitoire.—Ladies underclothing. Douglas Co., 2, Scrutton Street, E.C.2.

Sylvene.—Hosiery. Bird and Yeomans, Ltd., Charnwood Works, Hinckley Road, Earl Shilton, Leicester.

New Walk.—Stockings and underclothing. Sidwell and Jackson, Ltd., The Rookery, Arnesby, Leicester.

Locarno.—Boots and shoes. Walter Edwards and Son, 17, Duke Street, Norwich.

The Slade.—Writing inks. T. B. Ford, Ltd., Snakeley Mill, Loudwater, High Wycombe.

Ebloc.—Furniture. E. Lock, 140, Bishop's Road, Bethnal Green, E.2.

Feathery Flake.—Self-raising flour. Victoria Flour Co., Ltd., 24, Victoria Street, Bristol.

Yak Brand.—Beef suet. Hugon and Co., Ltd., High Bank Works, Ogden Lane, Openshaw, Manchester.

Sunshine Meal.—Cattle food. John C. Bannister and Co., Ltd., Market Place, Easingwold, Yorks.

Silvasuds.—Soap flakes. J. Hargreaves and Son, Ltd., 81, Binns Road, Old Swan, Liverpool.

We Hear—

THAT the dailies and the Sunday newspapers got through the Eastertide difficulties very well—with the assistance of several holiday space buyers who are always prepared to make a good showing for their clients at such times, and—

THAT the result was to be seen in the fine displays made for cigarettes, toffees, chocolates and motor spirit, all of which—as it turned out—proved to be decidedly seasonable lines to advertise.

THAT the holiday spirit was very much in the air during the early part of the week, and those who had got back to business had tales to tell of the seaside and country, motoring and golf.

THAT a congenial party of Aldwych Club men spent a delightful time at Le Touquet, where the golfing and other attractions made a strong appeal and fine holiday.

THAT advertising men have been expressing satisfaction that Bovril advertising has been extended this season somewhat longer than usual, and that the Bovril rhymes—which make such excellent reminder copy—may get a still more lengthy run.

THAT Alfred Leete's creation, Plain Mr. York, has come to stay, and is now being regarded as one of the happiest inspirations in advertising figures, and likely to serve Messrs. Rowntree as profitably as that other fine old English gentleman, Grandpa Kruschen, has done for his firm.

THAT several agencies who have hitherto avoided the general practice of adding their initials to their copy when printed, have now adopted the idea of mono-marking.

THAT the continental advertising agency of Rudolf Mosse, which in pre-war days had considerable activity in London, has again been established with offices at 125, Strand, W.C. 2, as Rudolf Mosse, Ltd., with Mr. A. G. Wright in control as English director.

THAT Messrs. E. Griffiths Hughes, Ltd., the big Manchester chemist business controlled by Messrs. Harry and Alfred Marland, are adding another new line to their already extensive list of "best sellers" by the introduction of Wex, an effervescent saline, which is sure to get a good run as an advertising proposition.

THAT the distinctive advertising now appearing in the newspapers for Shell Motor Oil and Petrol is reflected in the new poster of brilliant colouring the firm put on the hoardings in time to catch the eye of the holiday motorist.

THAT the streets of London last week saw a bold attempt at outdoor publicity when a number of well-dressed young women in the most fashionable of short skirts were promenading in the shopping centres showing the results of the treatment their smart stockings had received by the use of a new advertised line named Durasil.

THAT the "great white way," the new slogan associated with Whiteway's Cyder advertising, has also lent itself to effective window displays by sellers of the beverage.

THAT the American advertisers of silk hosiery in this country have now found themselves up against an English firm—Messrs. Corah of Leicester—who have launched a campaign for their make of silk hosiery that in its beginning looks distinctly effective.

THAT it is rather an unusual occurrence to find a provincial newspaper furnish copy for a Reuter Press message from abroad, but this happened on Monday, when a Reuter paragraph from Paris was published, stating that "600 arrived by the special excursion organised by the *Western Mail*."

THAT another competitor has entered the great toffee competition—if one may call it so—now so widely advertised by the appearance of a new line called Malted Milk Toffee, marketed by the makers of Cremona.

THAT Messrs. Lever Bros., Ltd., are advertising to let the Blackfriars Theatre, the cosy little cinema in Lever House where the firm formerly publicly showed publicity films of their own and associated businesses.

THAT the late Mr. W. J. Berrill, of Messrs. Gordon and Gotch, Ltd., left £36,140.

THAT Sir Robert Baird, of Belfast, who spent the winter in South Africa, where he was entertained by journalistic and advertising bodies, has returned home in time to take part in the Conventions at Blackpool and Philadelphia.

THAT Sir Robert Lynn, M.P., who is editor of the *Northern Wig*, will be the after-lunch speaker at the Aldwych Club on Tuesday.

THAT Mr. J. E. May, who ranks among the oldest of the Fleet Street advertising agents, has again published—a production he has issued for many years—"May's Pocket Guide to the May Meetings and to London."

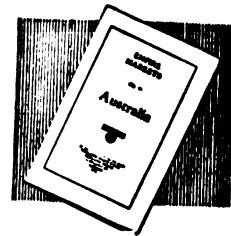
LOST

£88,095,489

*Eighty-eight million pounds
that might have come to
Britain last year.*

In the year 1924/25 Australia's total imports were valued at £157,143,296. Britain's share of this was but 43.93%. Over eighty-eight million pounds worth of goods were bought from other countries.

A concise, statistical review of the enormous market for British goods that lies in the Commonwealth has been prepared by the Statistical and Research Department of the Dorland Agency. A free copy is offered to any manufacturer or merchant who is interested.



This is the first of a series of similar reviews of great overseas markets now being prepared. Copies of each will be sent immediately upon publication to all who apply now to the

DORLAND AGENCY Ltd.,
Dorland House,
14, Regent St., London, S.W.1.

THE REVIEW of REVIEWS

IS YOUR MEDIUM FOR REACHING
THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

Put **Ideas** in your campaign
It sells in the home.

WANTED AN IDEA

FOUR

ACES



FOOD PRODUCTS

Messrs. H. C. Hay & Co., 16, Great Dover Street,
London, S.E.1, the Proprietors of the above Trade
Mark, are looking out for an original idea for a
permanent display advertisement in Retail Shops.

HAVE YOU GOT IT?

Connolly

THE
MOTOR
ARTIST

The artist who really can draw
motors and motor cycles, who
knows them and loves them, is the
man the motor-trade needs to-day.

4, Russell Chambers,
H. Connolly Bury Street,
Telephone: Museum 3889. LONDON, W.C.1.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES
150,000 daily

London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

REPRESENTATION-BIRMINGHAM & DISTRICT

Advertiser, some years experience outside for
leading London Agency, since employed as Adver-
tising Manager by several large Engineering Firms,
desires to represent technical or trade paper in
the Midlands. Good Commercial Photographer
with own apparatus; can prepare rough sketches,
layouts and copy for Advertisers. Would consider
commission terms. Box 55, "Advertiser's Weekly,"
66, Shoe Lane, E.C.4.

We Hear—

THAT the death took place last week of
Mr. Herbert Chenery, a member of the
advertisement staff of the *Referee*, who was
a well-known personality in theatrical
circles.

THAT the Glasgow newspapers are being
favoured with an advertising line that is
almost exclusive to them, owing to
several large baking firms making a
saleable point of wrapped bread.

THAT the profits of the first year's
trading of the Veno Drug Co., Ltd., the
big business founded by Sir William
Veno and floated as a public company
in January last year, amounted to
£107,264.

THAT the firm of McDougalls, Ltd., the
advertisers of McDougalls' Self-Raising
Flour, has been registered as a public
company with a capital of £750,000,
divided equally into ordinary and pre-
ference shares of £1 each.

THAT Mr. J. P. O'Brien, hon. secretary
of the Irish Tourist Association, stated
in the Press that his Association would
have a sum of at least £8,000 for adver-
tising purposes this year.

THAT the Ulster Tourist Association is
always well provided with funds, so that
there is good reason to expect substantial
advertising of Irish resorts this year.

THAT the net sale figures of the *Kerrymen*
(published in Tralee, Co. Kerry), show a
steady increase week by week, from 8,023
on March 21, 1925, to 11,021 in the
corresponding week this year.

THAT the Belfast and Ulster Directory
for 1926, just issued, should be in the
hands of every advertising man as it con-
tains many facts of interest in regard
to the Northern province.

THAT both the Irish Free State and
Northern Ireland have arranged to take
a census on April 18, and that advertising
men will keenly await the publication
of the figures as no census has been taken
in Ireland since 1911.

THAT the accounts of the Oliver Watts
Agency have been transferred to Messrs.
Gordon & Gotch, Ltd., Mrs. Oliver Watts,
who was recently married, having retired
from business.

THAT Mr. Alfred Marland (of Kruschen)
won the Captain's Prize (Easter meeting,
knock-out golf tournament) at Birkdale,
where conceding 13 strokes to his opponent
in the final, he won on the last green.

THAT the old imprint, "Creation Des
Affiches, Lutetia, Paris," appears on a
new poster of striking design issued by
the Industrial Publicity Service, Ltd., on
behalf of Dent's gloves.

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track

The Advertiser's Weekly

4th COPY
20th a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

JOHN BULL'S NET SALES

The Directors,
ODHAMS PRESS LTD.
LONG ACRE, W.C.2.

ORIENT HOUSE,
42, NEW BROAD STREET, E.C.2.
3rd April, 1926.

DEAR SIRs,

We have examined the Company's Accounts and Records relating to the undermentioned Issues of "JOHN BULL" and certify that the Net Sales (exclusive of all free copies) after deducting Returns received during the week of each issue, were as set out below:—

Issue dated		Issue dated	
2nd Jan. 1926	- 1,104,577	13th Feb. 1926	- 1,083,369
9th " "	- 1,072,331	20th " "	- 1,101,618
16th " "	- 1,065,332	27th " "	- 1,089,512
23rd " "	- 1,075,473	6th March "	- 1,105,077
30th " "	- 1,070,607	13th " "	- 1,112,307
6th Feb.	- 1,102,400	20th " "	- 1,124,108

27th March 1926 - 1,131,288

Yours faithfully,

(Signed) FRANKLIN, WILD & CO.

Chartered Accountants.

reasons why!

You should advertise in the "News."



**"Ours
is a
wealthy
area."**

Greater Edinburgh.

*Total Motor Vehicle Licences
at 31st August, 1925,
17,891.*

The Edinburgh Savings Bank.

*Total amount due depositors at
20th November, 1925, was
£9,787,089.*

EDINBURGH EVENING NEWS

THE WEEK IN ADVERTISING

The Rally to Blackpool

By Lt.-Col. E. F. Lawson, *President of the Advertising Association*

THE Second British Advertising Convention at Blackpool makes an appeal which is not limited to those who are actually engaged in the profession of advertising. Sir Philip Cunliffe-Lister, President of the Board of Trade, in opening the first Convention at Harrogate, welcomed the Convention as covering the whole field of salesmanship and said that there had never been a greater need for studied salesmanship in every industry in the country.

The need is equally great to-day for the application of courage and intelligence to the stimulation of commerce. Advertising men do not claim that advertising is a panacea for the ills of British trade, but they rightly maintain that scientific salesmanship is the most vital necessity of modern industry.

In drawing up the programme for the Lancashire Convention the Programme Committee have chosen as their theme "Sell British Goods." In the Departmental Session they have endeavoured to satisfy the particular needs of every section of the profession. They propose also to follow up the Manufacturers' Conference at Harrogate by a Manufacturers' Session which will examine the potentialities of advertising from the point of view of the producer. At this session Sir Max Muspratt, President of the Federation of British Industries, will preside, and Mr A. M. Samuel, M.P., Parliamentary Secretary to the Department of Overseas Trade, will speak. It is of supreme importance that advertising men should understand the difficulties of the manufacturers in the application of advertising to their selling

problems. It is equally important that manufacturers should realise the advance which has been made

and is being made every day in the science of publicity and in the knowledge of those who practise it. Even those who commenced by under-estimating the value of conventions have begun to realise that the extent of that knowledge is immensely increased by the discussions which are a very real and serious feature of British Advertising Conventions.

The advertising men and women who are wanted at Blackpool are those who feel that advertising and salesmanship has much to accomplish in the cause of national prosperity and that all should do their utmost to maintain and increase their knowledge of a science which is constantly developing and continually changing.

There is a very proper tendency to limit the social activities of conventions, and it is right that we should maintain a correct perspective in this matter. But we should not under-estimate the importance, not only in the interests of greater harmony, but of greater efficiency, of getting to know better those with whom you come into daily contact in business, whether they be employer, employed, client or rival.

We hope to have at Blackpool a Convention which will be a definite step in the progress of advertising and which will make some material contribution to solve the problem indicated by its theme, "Sell British Goods." We hope to have a Convention which for advertising and selling men and women will be interesting, instructive and enjoyable. It is by advertising people putting the best into it that they get the best out of it.

THIS WEEK'S PAPER

ON-TO-BLACKPOOL NUMBER

Provisional Programme and Subjects at the Departmental Sessions

Sell British Goods—By P. C. Burton

The Call of Blackpool to British Commerce

The Manufacturers' Session—By W. H. Harford

Why it will lead to a more serious Consideration of Selling Methods

Why Club Members Should Attend the Convention—By Andrew Milne

What the Clubs are Doing for Blackpool

Reports from Publicity Clubs in the British Isles

Yorkshire Rallies to Blackpool—By Stuart A. Hirst

Items About the Convention

IN THE PRINTING SUPPLEMENT

The Line Block for Technical Advertisers

And All Regular Features

Ad. News in Brief
Club Notes and News
Publication Notes and News
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

Register as a Delegate NOW
at the Advertising Association Offices,
SENTINEL HOUSE, SOUTHAMPTON ROW, LONDON, W.C.1.

Sell British Goods

The Call of Blackpool to British Commerce—Basic Idea of the Programme Committee

By P. C. Burton, Chairman of the Programme Committee

IN May, Blackpool will take on a new mantle. Hitherto associated with jazz bands, sea bathing, merry-go-rounds and the paraphernalia of holiday, Blackpool on May 1 will be the scene of an historic gathering of very serious business men and women.



Major P. C. Burton

I want those who are considering a visit to the Blackpool Convention to appreciate this point at the outset—for once Blackpool will be serious, at any rate during the Convention Sessions.

As Chairman of the Programme Committee, it will be my endeavour to make a visit to Blackpool worth while from an educational and instructional standpoint. Those who come may rest assured that the social or "joy" side of the Convention will not be forgotten by the hospitable folk of Lancashire's "Brighton."

The slogan of this Second Advertising Convention is "Sell British Goods." This is not meant to be solely an injunction or direction to retailers and wholesalers to sell only British Goods—it is a trumpet-call to British manufacturers to study and learn how and by what better methods more British goods may be sold in the world's markets.

Though the Conference will be held under the auspices of the Advertising Association, the word "advertising" need not put anybody off. The Conference will be especially rich in interest for those manufacturers who do not now perceive any way in which advertising could assist their own particular business. Such manufacturers would meet at Blackpool, for instance, other manufacturers who do employ advertising as an assistance in selling goods: not only advertising agents, let it be remarked, who want to convert non-advertising manufacturers, but the manufacturers themselves who actually employ it.

But it is not only advertising that manufacturers will talk about. It is the even more important subject of merchandising and selling. It is generally accepted nowadays that British manufacturers must seriously consider new ways and means of selling their products if they intend to hold and extend their world's markets. Victorian methods are inapplicable today. The days when the British manufacturer could simply mark his goods "British and Best" and find this a sufficient selling slogan are gone.

Throughout the world keen, aggressive salesmen, representing in the past our foreign competitors, are now representing our serious foreign rivals—rivals who have to be reckoned with and dealt with by modern methods.

It is hoped that by this meeting of manufacturers and with their exchange of views a new and fresher light will be thrown on these methods and means of selling, and that out of the Convention there will be produced a fresher and brighter light on British selling methods.

Then, too, in the problems of merchandising there should be much to learn and discuss. The Convention will explore with particular thoroughness the question of the presentation of goods, printed matter concerning them and the problems which confront manufacturers in all their dealings with wholesalers and retailers, both at home and abroad. A study of foreign markets and foreign conditions on the spot would convince any British manufacturer that there is much the Briton has to learn and much which the foreign manufacturer can teach him.

The Manufacturers' Session

Carrying on the Work Begun at Harrogate

By W. H. Harford

The Manufacturers' Session at the Blackpool Convention will carry a big step forward its predecessor at Harrogate. That it will definitely



Mr. W. H. Harford

lead to a still more serious consideration of selling methods I have no doubt whatever. There is ample evidence that the preliminary Conference at Harrogate resulted in a number of manufacturers seriously considering the overhauling and intense examination of their own selling organisation.

The Blackpool meeting will be on an even more ambitious scale. The speakers will speak to a given point. It is early to give complete details how this will be accomplished, but it will be accomplished. The speakers at the Conference will be men not necessarily eloquent, not necessarily platform stars, but men whose word carries weight in their own particular industries.

An exchange of views and experiences must be of value, and the Blackpool Convention provides a singular opportunity for candid discussion. It is not a usual thing for a large number of business men to meet together, each one with the intention and expectancy of learning something from the other fellow's talk.

On the opening day of the Convention there will be two General Sessions—morning and afternoon.

Lord Derby and Sir Alfred Mond will be the principal speakers at the Morning Session and Mr. A. M. Samuel (Minister for Overseas Trade), Sir Max Muspratt (President of the Federation of British Industries) and other leading industrialists will speak particularly to the manufacturers in the afternoon.

Tuesday will be devoted entirely to Departmental Sessions, and every effort is being made to make these Sessions of absorbing interest to all who attend the Convention, bearing in mind the Convention slogan, "Sell British Goods."

Judging by the number of British manufacturers who have already notified their intention to attend the Convention to discuss this extremely important subject, the outcome will be of national significance to British industry. But more and yet more will be welcome. The Convention ought to assume national dimensions in the fullest sense.

Sir Max Muspratt, the new President of the Federation of British Industries, will preside, and the principal speaker will be Mr. A. M. Samuel, M.P., the Under-Secretary for the Department of Overseas Trade. Invitations to manufacturers in every branch of British trade have been issued in order that the Conference shall be thoroughly representative. It is, of course, understood that every delegate to the Convention will be most heartily welcomed at the Conference, which it is expected will number something like 1,500. The slogan of the Convention "Sell British Goods" will be the slogan of the Conference—only more so.

Artists Must Advertise

At the opening ceremony last week of the exhibition of Lancashire artists' work arranged by the art section of the Preston Scientific Society at the Harris Free Library, Mr. Paviere, curator of the Preston Art Gallery, said that artists must realise that, like every other business, they would have to advertise, whether they liked the idea or not. He suggested the members of the Free Library Committee of the Corporation might hold a reception of factory girls and young men and make them feel welcome and at home in the art gallery, as he believed it was nervousness that kept them away.

Why Publicity Club Members Should Attend the Convention

By Andrew Milne (*Hon. Secretary of the Advertising Association, Chairman of the Publicity Club of London*)

ALL the year round members of Publicity Clubs are enabled to exchange thoughts and pool ideas with their fellow advertising men in their own particular city.



Mr. Andrew Milne

The Annual Convention of the Advertising Association affords them the one big opportunity for discussing almost every phase of advertising and selling, from a variety of angles, with advertising men and women

from all over the country.

Herein lies the value of the Blackpool Convention from the Publicity Club members' point of view.

The Convention is something in the nature of a tabloid form of twelve months' publicity club work with just this much added: that the thoughts expressed and views expounded are decidedly national in their perspective. It is this fact that makes a National Convention of advertising men and women really worth while.

We hear a good bit from the scoffers and jeerers about a Convention being a joy ride. Usually the folk who talk like this have never been to a Convention in their lives—and if they have, they are usually of the variety whose first inquiry on arrival is for a copy of the social programme!!

The Convention period consists of two and a half working days. The Monday, Tuesday and Wednesday (May 3, 4 and 5) give the delegates a clear fifteen hours' conference work during which time *not a single social event for the delegates takes place.*

The time is taken up by discussing national problems of advertising and selling—our own domestic difficulties—creating progressive thoughts—keeping pace with modern methods and tendencies—and so on.

The Convention attracts only the enthusiast—that is why it is expected that the bulk of the delegates will be drawn from members of publicity clubs and associations existing all over the country.



The Princess Parade, Blackpool, showing the Tower and the principal hotels

If you want to keep track of all the new things happening in our business, the Convention is the *only* place where you can do it.

Is there any progressive man or woman in advertising who can afford to ignore this vital aspect?

There are hundreds of publicity club members throughout the country who will find the few days at Blackpool of untold value to them—no one can estimate it in £. s. d.

The man or woman who misses Blackpool, misses words of wisdom and sound common sense for the advancement of advertising—and the individual!

He who attends Blackpool keeps abreast of the times—he who stays away drops back a pace or two and is out of date.

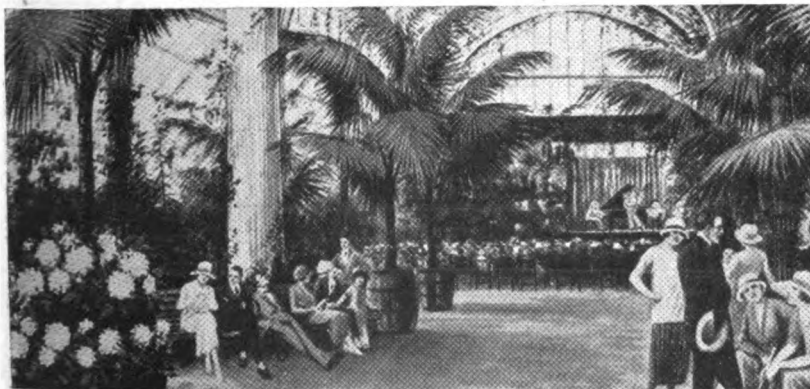
NEED FOR SCIENTIFIC SELLING

By SIR WILLIAM LETTS, K.B.E.
(*Managing Director of Crossley Motors, Ltd.*)

I am glad to have the opportunity of sending a message of welcome to the delegates attending the second Annual Advertising Convention at Blackpool. I can assure them that if their deliberations help to advance the effectiveness of advertising as a means of selling Lancashire goods, they will have Lancashire's full thanks and approval.

The Convention is bound to do good, and I hope that one of the practical results will be that more attention will be paid to the training of young salesmen. Keen, fresh brains are constantly coming forward, and while a salesman may be born and not made, he can be made more efficient by being properly trained when young.

I hope that the Convention attains the whole of its objectives. Scientific study of selling is as essential as scientific production. A thorough recognition of this fact will do much to make British goods sought for in every part of the world. May the Convention assist to that end.



The Roof Garden in the Tower where several of the departmental sessions will be held

By permission of the Executive Council of the Imperial Institute, this year's competition of industrial designs, organised by the Royal Society of Arts, will be held in the Upper East Gallery of the Imperial Institute, South Kensington. Full particulars of the scholarships and prizes offered were published in the WEEKLY on January 8.

PROVISIONAL PROGRAMME

OF THE

SESSIONS AT BLACKPOOL,

On MAY 3, 4 and 5.

The following Sessional Programme and Time Table has been provisionally fixed:

MONDAY.	SESSIONS.	ORGANISED BY :	HALL.
10 a.m. to 1 p.m.	Opening Session		Tower Ballroom
2.30 to 5 p.m.	General Session Selling British Goods (particularly in Colonies, Dominions, and Foreign Countries)	W. H. Harford and Capt. C. Higham	Tower Ballroom
2.30 to 5.30 p.m.	Outdoor Publicity	F. W. Durrant	Tower Roof Garden
TUESDAY.	SESSIONS.	ORGANISED BY :	HALL.
10 a.m. to 1 p.m.	Sales Management and Distribution	S. F. Talbot	Tower Sea Terrace
10 a.m. to 1 p.m.	Printing and Photo Engraving	A. E. Goodwin	Tower Roof Garden
10 a.m. to 1 p.m.	Newspaper Executives	F. Osborne	Palace Italian Lounge
10 a.m. to 1 p.m.	Press Representation	W. N. Roberts	Tower Oriental Village
10 a.m. to 1 p.m.	Town and Public Services	W. A. Foster	Tower Roof Garden East
11 a.m. to 1 p.m.	Screen Advertising	G. E. Turner	Palace Cinema
2.30 to 5.30 p.m.	National Advertisers	H. T. Humphries, I.S.B.A.	Palace Italian Lounge
2.30 to 5.30 p.m.	Direct Mail	Arthur Chadwick	Tower Oriental Village
2.30 to 5.30 p.m.	Business Research	C. F. Plowman	Tower Sea Terrace
2.30 to 5.30 p.m.	Publicity Clubs' Executive	Andrew Milne	Tower Roof Garden
WEDNESDAY.	SESSIONS.	ORGANISED BY :	HALL.
10 a.m. to 12 noon	General Session (Summing up the Convention)		Palace Ballroom
12 to 1 p.m.	Closing Session (Announcement of 1927 Convention)		Palace Ballroom

OPENING SESSION.

10.0 a.m. for 10.15 a.m. Monday, May 3,
in the TOWER BALLROOM.

Doors open for admission and departure between addresses only.

Presiding :—

Lt.-Col. E. F. Lawson, D.S.O., M.C.
President, The Advertising Association.

Chairman's Opening Address.

Sir Wm. Veno Welcomes the Delegates.

Convention declared open by

The Rt. Hon. the Earl of Derby, K.G., G.C.B.,
G.C.V.O.

The Rt. Hon. Sir Alfred Mond, M.P.

Air Vice-Marshal Sir Sefton Brancker.

C. K. Woodbridge, President of the Associated Advertising Clubs of the World.

Major P. C. Burton, Chairman, Programme Committee.

CLOSING SESSION.

10.15 a.m. for 10.30 a.m. Wednesday, May 5,
in the PALACE BALLROOM.

Presiding :—

Lt.-Col. E. F. Lawson, D.S.O., M.C.

The Accomplishment of the Convention : by the
Chairman.

Adoption of Resolutions from Departmental Sessions
presented by Sir Lawrence Weaver.

The Work of the Advertising Association : by Andrew
Milne, Hon. Secretary.

Treasurer's Report : by Arthur Chadwick, Hon.
Treasurer.

Presentation of Report on Work of National Vigilance
Committee by Horace S. Imber, Chairman, N.V.C.
followed by discussion.

Announcement of Convention City for 1927.

Resolution of Thanks to the Organising Committee
and the Mayor and Corporation of Blackpool.

Proposed by C. Harold Vernon.

Replies by Sir William H. Veno and Alderman T.
Bickerstaffe, J. P., Mayor of Blackpool.

SUBJECTS FOR THE DEPARTMENTAL SESSIONS.**SALES MANAGEMENT AND DISTRIBUTION.**

Personal v. Press Salesmanship.
False Doctrine and Heresies of Salesmanship.
The Arithmetic of Sales Management—Costs
and Statistics of Selling.

PRINTING AND PHOTO ENGRAVING.

How the Printer can help to sell British Goods
in Foreign Markets.
Modern Illustration and Art Reproduction.
Selling Punch in Direct Advertising.
Photo Engravings and their use.
The Press and Direct Advertising.
Better Printing.
Style in Direct Mail Advertising.

NEWSPAPER EXECUTIVES.

To what extent should publishers assist advertisers in developing markets ?
Are the Press Agents' activities harmful to the Publisher ?
Are holiday rates good Business ?
What value is Bonus Scheme Circulation to the Publisher and Advertisers ?
How to extend the usefulness of the Newspaper Executive.

BUSINESS RESEARCH.

Market Research as the Ally of Advertising.
Questions and Discussion.
Getting the facts in a Market Investigation.
Some results achieved through Market Research.

DIRECT MAIL ADVERTISING.

The running of a Customers' House Journal for results.
Investment by Mail.
Selling to Professional class by Direct Mail.
A partly-tilled field in Direct Mail Advertising.
Direct Advertising—Copy.
The service end of Direct Mail.
Some essentials of a successful Mailing Piece.
Profitable Publicity other than the Press.

PUBLICITY CLUBS' EXECUTIVES.

How a Publicity Club can co-operate with the Local Municipality.
What Publicity Clubs can do to get the right man to enter the Advertising Business.
Short talks on the most important features of Publicity Club work by Delegates from the Clubs.

SCREEN ADVERTISING.

Display of Advertising Films and Slides.
Screen Advertising as a Woman sees it.
Selling British goods through the British Kinemas.
Display of special film of Convention produced by the Screen Advertising Association.

TOWN AND PUBLIC SERVICES.

Holiday Resort Advertising — A factor of success.
Advertising of Public Services.
Selling a Town.
The Advertising Value of Public Amenities.

What the Clubs are Doing for Blackpool

Glasgow—At Least Fifty Bookings

The Glasgow Publicity Club are very much alive to the advantages to be gained at the Blackpool Convention. It is anticipated that at least 50 members will be present, and already the bookings number over 30. Interest has been stimulated by talks from Mr. P. A. Menzies, convener of the "On-to-Blackpool" committee, at the weekly luncheons.

Oxford—Big Delegation Out of the Question

Unfortunately, a large delegation from the Publicity Club of Oxford is impossible. Nearly all the members are retail traders and the month of May is a very busy period. As far as can be seen at present, the club will send three members—three times the number sent to Harrogate last year. Mr. Victor Robinson (asst. hon. sec.), Mr. David Donaldson and Mr. E. Kingsley Belsten (hon. development secretary) will be going to Blackpool, and the last-named gentleman hopes to present the Publicity Club of Oxford report at the Club Development Session.

Regent—Many Schemes to Increase Registrations

If every member were a free agent, the registration would be 100 per cent. of membership, but this is a young club, and many have to carry on while their principals attend the Convention. Nevertheless all who went last year (with one exception) are registering for Blackpool, and the Regent Advertising Club hopes to send a delegation of 30 members. Already 25 have signified their intention of joining the party. They will be staying at the Northcliffe Hotel. The Chair-

man of the Sub-Committee looking after the arrangements is Mr. W. J. Earley, and the Secretary is Miss Audrey Burton. As a result of many meetings and so on a pamphlet has just been published on "Why you should go to Blackpool."

All members registering have a chance of winning one of the two £5 notes presented to the delegation by Mr. Robert Thornberry, and a special competition is being run for the younger members in the club, that is, those under 25. The subject is an essay on "Why I should like to go to the Convention at Blackpool." The two prizes of five guineas each for this competition were presented by the President, Sir Charles Higham, to stimulate interest. Fortnightly suppers are being held at the Griffin Restaurant, Villiers Street, W.C.2, in order that members may get to know each other before leaving London.

The club is proud to include amongst its delegation Mr. R. J. Bartlett, M.Sc., A.R.C.S., who is an honorary member of the Regent. Mr. Bartlett is lecturer at King's College, University of London.

Leeds—"A Friendly and Critical Eye"

Everyone connected with the Publicity Club of Leeds is very enthusiastic concerning the forthcoming convention, and there is every indication that they will be able to send a delegation of between 50 and 60. Mr. F. E. Cook, the hon. secretary, says that they will be going with a friendly and very critical eye, and he hopes that their friends of the Manchester Club will be able to show them "how to do it."

Hull—A Twenty Per Cent. Delegation

The Advertising Club of Hull, which has been in existence only about a month, is hoping to send at least 12 delegates to the Convention at Blackpool. The Club membership now numbers 58, and is increasing by every post. It is a little early to speak definitely on the Club's activities, but the members are very enthusiastic and promise to uphold the worthy traditions of the third port in England.

Nottingham—Films Used to Stimulate Interest

In order to stimulate interest in the forthcoming Convention and to ensure a big attendance, the Publicity Club of Nottingham showed, at its meeting last week, a film of the Harrogate Convention, and also a publicity film supplied by the Blackpool Corporation. Although the newest of the clubs, they hope to send a big delegation. They are sending out within the next few days a letter to whip up enthusiasm, and they are also holding a committee meeting next week in order to discuss further schemes for persuading members to attend the Convention.

Newcastle—Hoping for a Big Delegation

The club is having a special rally to arrange a good delegation for Blackpool. The hon. secretary, Lt.-Col. H. C. Millican, is conducting a personal canvas and circular letter campaign. So far there have been twelve responses, and it is hoped to bring up the number to two dozen.

(Continued on page 109)

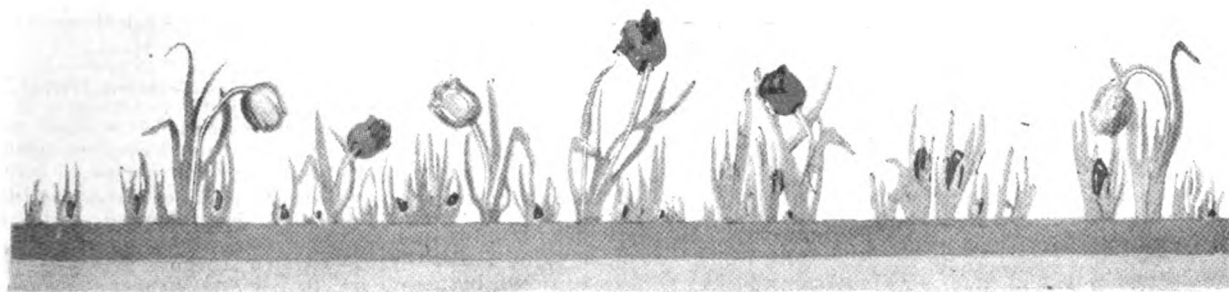
The Incentive to Success
and Happiness—

BLACKPOOL

BRITAIN'S BEST FOR
BRITAIN'S BEST

A HEARTY WELCOME AWAITS YOU

All information: W. Foster, Advertising Manager, Town Hall.



N e w L i f e

When you decide to put new life into your business by better advertising choose a service agency.

The decision will be more important to you than your choice of banker, solicitor or accountant.

Choose a service agency with vision enough to plan for to-morrow and with common sense enough to handle affairs of to-day.

Fortunate is the service agency that combines years of hard, practical experience in selling with the flair and foresight of vigorous personalities.

Such an organisation has almost grasped the secret of perpetual spring.

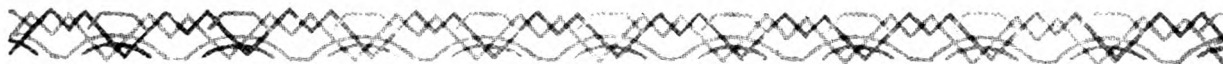


Saward, Baker & Co., Ltd.

*Telephone:
Holborn
5528 (5 lines)*

*Advertising from A to Z
27 Chancery Lane, London, W.C.2*

*Telegrams:
"Sabazia"
Holb., London*



Yorkshire Rallies to Blackpool

By Stuart A. Hirst, *Chairman of the Joint Organising Committee at Harrogate*

My sincere wish is that Lancashire may be "one up" on Yorkshire. While the Manchester Club have not had perhaps the preliminary experimental work which was thrust upon



Mr. Stuart A. Hirst

Leeds and Bradford last year, I know they have had many problems to solve and I know they have learnt that the staging of a Convention calls for an undreamed of amount of labour and detail. I congratulate them on their progress and feel sure that Blackpool will fully justify them.

This second Convention should make an important contribution to the common understanding of the economic place which advertising occupies in the business of this

country. Blackpool will be one more step in the direction of getting the public really to comprehend advertising and to appreciate the superior value of advertised goods.

I see also that Blackpool intends to improve on the slogan "Buy British Goods." It promises to reveal better ways to "Sell British Goods." That, to my mind, is a vastly more important matter. As a race we are still inferior as salesmen. As befits a place of such tonic breezes, Blackpool is to try to stir up a keener salesman spirit—a wider appreciation of the opportunities for cheaper and quicker selling. In this way Blackpool can render a valuable service to the whole British trading community.

So good luck to Blackpool and all its progressive constructive work. A few more annual Conventions of the sort and we shall be ready for the grand period of prosperity which is very likely to distinguish the next thirty years.

Items About the Convention

There were 450 registrations for Blackpool up to Monday night.

Air Vice-Marshal Sir Sefton Brancker will have an interesting story to tell at the Opening Session of the development of commercial air routes throughout the Empire.

He will also deal with the importance to trade of aviation as a rapid means of communication and transport.

Sir Max Muspratt, M.P., who will preside over the Manufacturers' Session, is the new President of the F.B.I., and a prominent Lancashire advertiser.

Mr. A. M. Samuel, M.P., will be the principal speaker at this Session, and his position as Minister for the Department of Overseas Trade lends special importance to his speech.

Invitations have been sent to prominent business men all over the country to attend this Session and put their point of view before the advertising profession.

About 400 manufacturers are likely to attend the Convention, according to present information.

The Convention is open to all connected with salesmanship in its widest sense, provided they register as delegates. It is a business men's Convention, designed to give practical guidance to all concerned with an important problem. The more delegates who attend, therefore, the more valuable will be the work of the Convention.

The Mayor and Corporation of Blackpool will officially welcome the delegates at a reception and dance in the Tower Ball Room on the Saturday evening, May 1.

Sir Lawrence Weaver, a new director of the London Press Exchange, has been chosen as the Reporter of the Sessional Resolutions to the Closing Session.

Mr. Sidney H. Wicks is editing a souvenir brochure of the Convention which will be distributed at Blackpool, dealing

with the significance of Lancashire as a creative industrial centre and its importance as a market to the advertising profession.

The Publicity Club of Leeds are booking at the Imperial Hydro for the Convention.

"Press Agents and their Activities" will form the subject of discussion at the Newspaper Executives' Session, and a really lively discussion may be expected.

"Are Holiday Rates Good Business?" is another subject that will rouse vigorous discussion.

The Screen Advertising Association will present a special film of the Convention at its meeting on the Tuesday.

There is great activity among the southern resorts to capture the next Convention, and it is apparently generally expected that the 1927 gathering will be held somewhere south of the Thames.

A MESSAGE FROM C. HAROLD VERNON

I am delighted to hear that you are producing a Blackpool Rally Number. If I remember rightly, the slogan of that town's enterprising Publicity

Department is "Breezy, Bracing Blackpool"—a very appropriate slogan for the town which will house the second British Advertising Convention.

Advertising in England needs every year a touch of the open air—a holiday which braces it for



Mr. C. Harold Vernon

greater deeds.

Last year at Harrogate the foundations of the Advertising Association were prepared—for Blackpool the Association is an accomplished fact. It is one step further towards the goal we are all striving for—the establishment of advertising as a great and honoured profession.

I would call upon all those who appreciate the necessity of good marketing to good business to join the British Advertising Convention for 1926, and to gain from Breezy, Bracing Blackpool new zest for the great work which lies ahead.

Put **I**deas in your campaign
It sells in the home

ADVERTISING TO THE CONSUMER AND RETAILER



The House Furnisher

Each week the NEWS OF THE WORLD enters more than 3,000,000 homes in the British Isles. Who amongst its 9,000,000 readers is not interested in improving the comfort and appearance of some home, either actual or prospective?

Amounting to one-fifth of the total population of the British Isles, here is an **unexampled market for the 4,434 House Furnishers**, a large proportion of whom, naturally, are regular readers.

In its simultaneous appeal to consumer and retailer the NEWS OF THE WORLD is thus of outstanding value.

NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

Jolly Good Company
 So easy to smoke and so satisfying, the tin of GALLAHER'S RICH DARK...
GALLAHER'S RICH DARK
 HONEY DEW

WHEN THREE'S COMPANY
 The old proverb—"Two's company, Three's none"—has no foundation when you're smoking Gallaher's Rich Dark. For you, your pipe and your many old tin of this best of all Tobacco make for pleasure and satisfaction never known before. There's not another Tobacco half so good as this one, Gallaher's Rich Dark.

GALLAHER'S RICH DARK
 HONEY DEW

The Good Tobacco that's Good to smoke
 More does it mean to you than any other tobacco—Gallaher's Rich Dark. To know just how good it is—how cool, smooth and fragrant it is—smoke that old tin of yours with you. Try it!—this rich, medium, satisfying Gallaher's Rich Dark. It smokes evenly—steadily—until the last draw.

GALLAHER'S RICH DARK
 HONEY DEW

THE PIPEMAN'S GREATEST FRIEND
 Gallaher's Rich Dark...
GALLAHER'S RICH DARK
 HONEY DEW

Always a Good Draw
"Uncle Jeff"
 THE BEST Twist 8¹/₂ per oz

"Sweet Content" is yours when you smoke
"Uncle Jeff"
 THE BEST Twist 8¹/₂ per oz

Supported by the Force of Public Opinion
 PARK DRIVES are proclaimed the finest pure Virginia Tobacco Cigarettes at Ten for Four Coppers.

Uncle Jeff
 THE BEST Twist 8¹/₂ per oz

Uncle Jeff
 THE BEST Twist 8¹/₂ per oz

Suiting the Message to the Market

TO be both economical and successful, Advertising must suit itself to a product's logical market. Hence, in the case of goods that are alike in use but different in grade or price, the task is to create appeals that will make sales in distinctly separate fields. To illustrate how this can be done we reproduce on these pages some tobacco and cigarette advertisements prepared by Mather & Crowther. These advertisements show how the appeal is adapted in each group to the "mass mind" and purchasing power of the market to be aimed at.

MATHER & CROWTHER LTD
 10-13, NEW BRIDGE STREET, LONDON, E.C.4

[illegible]

An Intimate Talk Broadcast from the YORKSHIRE POST.

"T'OWD STOOP."

THERE are parts of Yorkshire where the great North of England Conservative daily the *Yorkshire Post* is still known to lovers of the dialect as "t'owd Stoop." Old it is, for it dates back to 1754, yet unbending as the "post" or "Stoop" to which the yeomen of Yorkshire liken it.

"T'owd Stoop" was meant by the Yorkshire squires who first produced it as a daily newspaper to be an honest purveyor of news and views. Successive boards of directors have remained true to that ideal. The result is growing strength with age.

It would, indeed, have been difficult for a journal with the geographical advantages of the *Yorkshire Post* to have escaped greatness as a commercial organ. Yorkshire is more than a microcosm of British industry. It is itself an industrial cosmos. Its agriculture is of all kinds.

York hams, Wensleydale cheese, and the roast beef that accompanies Yorkshire pudding are as familiar in men's mouths as household words. Sheffield cutlery has made Sheffield the synonym of excellence in the products in which it specialises.

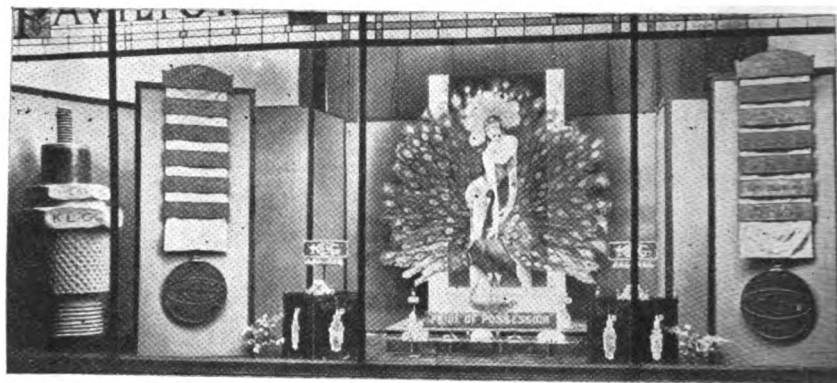
The wool trade of Yorkshire is the wool trade of the world. The garment makers of Yorkshire have made the Leeds and Bradford district the home of the wholesale clothing trade. Coal, iron, steel, pottery, paper, toffee, musical instruments, shipping, deep sea fishing, cocoa and chocolate—these are but a few of the interests of industrial Yorkshire.

Consider in addition to these commercial attachments the abounding love of the Yorkshire people for sport and music, and it will be seen that a competent newspaper catering for all tastes and placing accuracy above sensation was from the first day of its inception assured of a welcome and a loyalty which as the event has proved have never waned or wavered.

It is no exaggeration to say that the daily life of the county would be incomplete without the *Yorkshire Post*, and without the *Yorkshire Post* the political feeling of the North would be inarticulate as regards the greater world.

Send for a copy if you have not seen the *Yorkshire Post* lately. We are proud of it and will forward specimen copies with pleasure or give to intending advertisers all possible information about Yorkshire and the North.

Albion Street, 171, Fleet Street,
Leeds. London.



In this display by Mr. Frank Johns, Newport, the K.L.G. plug was featured by a greatly enlarged model. The central device riveted attention, while the successes achieved by the plug were shown by means of the bars on the large medals

Ad. News in Brief

Two New Appointments—Lever Bros.' Result—22 Shopping Weeks Coming—Advertising Oatmeal

New Appointment

We learn that Mr. Wilfrid I. Gabriel has been appointed advertisement manager of the *British American Illustrated Review*. He takes up his position immediately.

I.S.M.A. wants Information

The I.S.M.A. has set itself to gather, collate and distribute information on various matters of direct practical business value to sales managers. The first subject to be dealt with is "Travellers' agreements." The Association asks its members to send, confidentially, a copy of the form of agreement used for their travellers. This can, if desired, be sent anonymously.

Change of Address

Messrs. Walter Judd, Ltd., are moving to Leith House, 43-47, Gresham Street, E.C.2, on Monday next.

Municipal Advertising

It has been decided to spend £500 on advertising Chester. Swanage is to spend £100, provided the Town Council's liability is limited to £75 and the Chamber of Trade contributes £25.

On Shop Display.

Lectures on shop display will be given by two leading authorities, Mr. H. E. Coombes, display manager of Messrs. John Barker and Co., Ltd., and Mr. H. Trethowan, display manager of Heal's, at 6, Queen Square, Bloomsbury, W.C., on Monday, April 19, at 8 p.m. The event is organised by The Design and Industries Association, and Sir Herbert Morgan will be in the chair.

Advertisement Manager Appointed

Mr. Ernest Robson has been appointed advertisement manager of the *Blackpool Gazette and Herald*. He comes from a newspaper family. His father is a well-known newspaper manager, whilst his younger brother is London Manager of the *Yorkshire Evening Argus*. Mr. Robson has had very considerable experience on the London and provincial Press.



Mr. Ernest Robson

Hint to Irish Millers

A correspondent criticises the Irish millers for not advertising their oatmeal with more enterprise. He says that they are allowing foreigners who advertise extensively to come into the market, and the millers are urged to brand their flake oatmeal and advertise it to the public.

Brighton Wants an Agent

The Brighton Corporation Publicity Department, on another page in this issue, invite advertising agents to offer their services in connection with placing advertisements of Brighton in the provincial Press.

Lever Bros.' £5,556,000

The report of Lever Brothers for 1925 states that the balance in the profit and loss account, after charging £474,023 for debenture interest and making provision for depreciation, is £5,556,868. All the preference dividends have been or will be paid in full, but no dividend on the ordinary shares (which are held by the Lever family) is proposed owing to large sums being written off. An advertising expense of £456,441, which had been brought forward, is also written off.

Won at First Attempt

Mr. Alfred Bates, Chairman of Alfred Bates & Son, Ltd., celebrated his first year of membership in the London Press Golfing Society by winning the chief competition with 80 net at Walton Heath. The competition was in celebration of the twenty-first year of the L.P.G.S.

British Shopping Weeks

The following are some of the British Shopping Weeks arranged for the near future:—

- April 23.—Woking.
- April 29.—Sudbury (Suffolk).
- April 30.—Whitechurch.
- May 1.—Dewsbury.
- May 3.—Camberwell, Farnborough (Hants), Hammersmith, Jersey, Kensington, Oxford, Paddington and Bayswater, Reading, Wandsworth.
- May 6.—Dartford, Southampton.
- May 7.—Eastern Enfield, King's Lynn, Wycombe.
- May 17.—Ashford, Brighton, Yeovil.

The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

FOUNDED in 1791, the oldest and greatest Sunday Newspaper in the world is still renewing itself. Machinery of the latest type has enabled it to increase permanently the number and variety of its pages. A number of striking and entertaining additions have been made to its regular features. The enlarged issue contains each week an unrivalled list of distinguished contributions. Its literary pages are a full and indispensable guide to the books of to-day and to-morrow.

The ENLARGED *OBSERVER* will be found more indispensable than ever in the household where it is familiar, and new readers will find it incomparably informing and attractive.

1791

1926

If you wish to
**Sell
British
Goods**

in the home or
export market,
you can only do
so scientifically
and economically
by
advertising
through

a firm of experts
in publicity with
the knowledge
and experience
necessary to obvi-
ate costly experi-
ments and cut
out all specula-
tive waste.

Such a firm is

**Bertram Day
& Co Ltd**

with whom con-
sultations can be
arranged by pho-
ning Gerrard 8063,
or writing to 9/10,
Charing Cross,
S.W.1.

**Complete
Advertising
Service**

Rum Publicity Campaign

£1,000 a Year Suggested to Popularise Rum in England

The rum producers of Jamaica are considering a co-operative advertising campaign to popularise the sales of rum in England. In this connection a meeting of the Standing Sugar and Rum Committee of the Jamaica Imperial Association was held at Kingston, Jamaica.

Capt. Todd said that some years ago there was a very limited demand for sherry, but the sherry shippers inaugurated an advertising campaign, the money for which was subscribed by the people engaged in the sherry trade. They started their campaign with £1,000, and from that time the demand for sherry had increased very considerably. He was of opinion that it was easier to advertise a commodity than to advertise a special brand of that commodity. He therefore suggested that those engaged in the production and sale of rum in Jamaica should agree on an advertising campaign in England with a view to making rum more popular with the English public.

They should have a "Drink More Rum" campaign, and although they must not look for great results during the first year, he was sure the trade would benefit in the end.

He had discussed the matter with the West India Committee, but they were not prepared to take up the question of Jamaica rum alone, but of all the West Indies.

Mr. Cyril Guernsey expressed the view that they could not do much advertising with £1,000, but if they continued their campaign for several years they would reap the benefit. With the right person at the head he was of opinion that they could do good work with £1,000 a year.

He pointed out that if the Jamaica planters were going to have a campaign for Jamaica rum only, they would lose the interest of the West India Committee.

A committee was formed for the purpose of considering the raising of funds for this campaign.

\$1,000,000 Appropriations

Some Big Figures in American Advertising

THE Bureau of Advertising of the American Newspaper Publishers Association has just compiled a list of 227 national newspaper advertisers who invested 50,000 dollars or more in newspaper space during 1925.

The following are some of the largest appropriations, from 500,000 dollars upwards. Many of the firms do extensive advertising in this country also:—

American Tobacco Co.	1,700,000
Anthracite Coal Operators	500,000
Auto-Strop Safety Razor Co.	500,000
Bayer Company	1,000,000
Buick Motor Car Co.	920,000
Cadillac Motor Car Co.	500,000
Calumet Baking Powder Co.	1,275,000
Canada Dry Ginger Ale, Inc.	500,000
Chevrolet Motors	1,500,000
Clicquot Club Co.	500,000
Dodge Bros., Inc.	1,500,000
Ford Motor Car Co.	2,500,000
Forhan Company	550,000
General Cigar Co.	850,000
Goodrich, B. F. Co.	750,000
Hart, Schaffner & Marx	650,000
Heinz Co., H. J.	600,000
Hollywood Resort & Industrial Board	750,000
Hupp Motor Car Co.	625,000
International Mercantile Marine Co.	500,000

Jordan Motor Car Co.	500,000
Kellogg Company	1,500,000
Lambert Pharmacal Co.	550,000
Lever Bros. Co.	1,750,000
Liggett & Myers Tobacco Co.	1,750,000
Literary Digest	1,150,000
Lorillard P. Co.	1,150,000
Macfadden Publications	1,100,000
Maytag Company	1,000,000
Nash Motors Co.	500,000
Olds Motor Works	600,000
Paige Detroit Motor Car Co.	1,100,000
Palmolive Co.	700,000
Pepsodent Co.	800,000
Postum Cereal Co.	685,000
Potter Drug & Chemical Co. (Cuticura)	800,000
Quaker Oats Co.	500,000
Radio Corporation of America	500,000
Reo Motor Car Co.	575,000
Rickenbacker Motor Co.	700,000
Shredded Wheat Co.	500,000
Standard Oil Company of California	750,000
Standard Oil Company of Indiana	1,275,000
Studebaker Corp.	2,000,000
Union Pacific R. R.	500,000
United States Rubber Co.	900,000
Warner Bros. Pictures	500,000
Westinghouse Electric & Mfg. Co.	500,000
Wrigley, William, Jr. & Co.	1,250,000

A Piccadilly in Miniature

The Piccamin is a new electric sign which, as its name implies, reproduces the effects obtained in Piccadilly and elsewhere in a much smaller compass.

One model is intended for window displays. It can be arranged to display repeatedly, letter by letter, three different messages, each containing 42 letters, or two messages each containing 63 letters. All the letters are interchangeable, so that there is no limit to the number of messages that may be conveyed. Another model is particularly adaptable for the display of pictorial matter into which an un-

limited amount of animation can be introduced.

This device is similar in appearance to those in everyday use. During the day, however, it displays an announcement, while during the night this disappears and is replaced by two messages on each of the glasses. This invention is the work of Angel Super Signs (1926) Ltd., 24 & 25, Rulton Street, Upper Holloway, N., a new company registered to purchase the goodwill and stock of the original sign firm of a similar name, but under new management.

2996

A NEW RECORD IN CLASSIFIED ADVERTISING

On Tuesday, April 13th, 1926,

The Daily Telegraph

carried

2996

CLASSIFIED ADVERTISEMENTS,

*Thereby creating a NEW RECORD in the
History of the Paper.*

The Daily Telegraph.

ADMITTEDLY THE BEST MEDIUM
FOR CLASSIFIED ADVERTISEMENTS

Of course YOU
are coming to
THE SECOND
ALL-BRITISH
ADVERTISING
CONVENTION

at

BLACKPOOL

Arthur Chadwick
extends a most
cordial invitation
to you to attend

THE
**DIRECT
MAIL
ADVERTISING
SESSION**

to be held in the
Oriental Village

on

**Tuesday Afternoon
MAY 4TH at 2.30**

THERE is much to be learned
about Direct Mail Adver-
tising—much that is interesting
and that may well prove invalu-
able to you.

GET to know what it *has* and
can accomplish.

HEAR and make contact with
the men who stand for more
sales—for bigger and better
business—by the direct and
personal method of advertising.

Arthur Chadwick,
Organiser:

Direct Mail Advertising Session
Managing Director:

**AMALGAMATED
PUBLICITY SERVICES, Ltd.**

**PUBLICITY HOUSE: BUCKNALL ST.,
LONDON W.C. 2.**

More than £3,000 Subscribed for the Convention

Nation-wide Support Given to the Organisers—Manchester's
Big Share

MR. W. J. HARROP, the Hon.
Treasurer of the Second British
Advertising Convention, made the
proud announcement on Tuesday that
the total actually subscribed up to the
present towards the cost of the Con-
vention is £3,070 4s.

He also authorised the WEEKLY to
publish the following first list of dona-
tions:—

LIST OF SUBSCRIPTIONS.

	£	s.	d.
Liverpool Daily Post; Daily Courier, Liverpool; Liverpool Echo; Evening Express, Liverpool	800	0	0
Allied Newspapers, Ltd.	500	0	0
Manchester Guardian and Evening News	500	0	0
Associated Newspapers, Ltd.	200	0	0
Osborne-Peacock Co., Ltd.	105	0	0
Westminster Gazette	105	0	0
Bolton Evening News and Lancashire Journals	100	0	0
Lancashire Daily Post and Preston Guardian	100	0	0
Manchester Billposting Co., Ltd.	100	0	0
News of the World	100	0	0
Northern Daily Telegraph	100	0	0
Sir William Venn	100	0	0
Amalgamated Press, Ltd.	52	10	0
Blackpool Gazette and Herald	50	0	0
Wolverhampton Express and Star	50	0	0
Co-operative Wholesale Society, Ltd.	26	5	0
Daily Express and Sunday Express	25	0	0
Lancashire Billposters' Association, Ltd.	25	0	0
Oldham Chronicle	25	0	0
Yorkshire Evening News	25	0	0
F. John Roe	15	15	0
Accrington Observer	15	0	0
Ashburners, Ltd.	10	10	0
Ashlon Reporter series	10	10	0
Cross-Courtenay, Ltd.	10	10	0
Hyde North Cheshire Herald	10	10	0
R. H. Jackson, Ltd.	10	10	0
Yorkshire Herald	10	10	0
Norwich Eastern Daily Press	10	0	0
Brighton Argus	5	5	0
Burnley Express	5	5	0
Chorley Guardian	5	5	0
J. K. Clayton Advertising Agency	5	5	0
Greenhalgh and Bleakley Ltd., Bolton	5	5	0
Hampshire Advertiser and Echo	5	5	0
Oxford Times	5	5	0

Southport Guardian	5	5	0
Walsall Observer	5	5	0
Warrington Guardian series	5	5	0
Whitby Gazette	5	5	0
Wigan Observer	5	5	0
Bacup Times	2	2	0
Chester Chronicle	2	2	0
Kent and Sussex Courier	2	2	0
Plymouth Western Independent	2	2	0
Rugby Advertiser	2	2	0
St. Anne's Express	2	2	0
Birkenhead News	1	1	0
Middleton Guardian	1	1	0

A MESSAGE

from

Mr. C. P. SCOTT.

*As we go to press the follow-
ing message comes to
hand:—*

I am sorry I had not
time yesterday to send you
a message of welcome to the
delegates at the Blackpool
Convention. We are all
delighted that they are pay-
ing us a visit, and at Black-
pool they will see a lot of
Lancashire without the
trouble of going far to
find it.

C. P. SCOTT.

The Guardian Office,
Manchester.

The Call to Buy Imperially

Efforts to Popularise British Bacon and Australian and
South African Fruits

IN view of the Government's grant of
£500,000 to develop imperial marketing,
the campaigns for Australian and South
African produce, and the suggestion
of Mr. Crawford that a campaign should
be instituted to sell British bacon in
place of Danish, are of particular im-
portance.

The first week of April has seen the
opening of a remarkable co-operative
effort to create a great new market
for Australian fresh fruit in the United
Kingdom. A great fleet of fruit ships
is now on the way to England, and
altogether more than forty cargoes will
arrive from the Antipodes during the
next few months.

At the same time, South African
interests, under the aegis of the High
Commissioner for South Africa, are
launching a campaign for making known
not only the products of the Union but
also the attractiveness of South Africa
to the settler possessed of little capital.

In both instances the dominions
concerned are voluntarily putting into
operation the principle of the recom-
mendations contained in the report of the
Imperial Economic Committee.

Mr. W. S. Crawford addressed the
second annual conference of the National
Pig Breeders' Association at the Hotel

Cecil last week. He pleaded for a national
campaign to advertise British pork and
bacon. It was a strange anomaly, he
said, that the bacon eaten in the greatest
quantities in this country should come
from Denmark, and yet that the pedigree
for Danish stock was exported from this
country. English bacon was the best in
the world. Women from force of habit
asked for Danish bacon. No one could
explain to him why the price of home-
produced bacon fluctuated with the price
of Danish bacon. It was possible to
create a growing demand for English
bacon.

Five hundred thousand pounds had
been voted in the Budget this year for
helping the marketing of Empire goods,
and farmers would be taken care of. But
it was not within the Government's
power specifically in a large way to push
the sale of British bacon, ham or pork.
The responsibility fell on the breeder, the
producer, and the trade.

For the first year of an advertising
campaign, Mr. Crawford said, £10,000
would be required, and in the following
year £20,000. Keeping the organisation
together would involve £30,000 to £50,000
a year. A voluntary tax on different
sides of the industry might be levied.



An EVERGREEN that blossoms in SPRING

SPORTING CHRONICLE is a class journal, inasmuch that its news is special. It finds a wide and very keen public. The whole year through it is sought and has a devoted following, but with the first day of Spring it blossoms forth in all its glory. Its readers are drawn from every class and embraces all the folk who follow the Turf—from the man with a "system" to the girl who finds the "winner" with a pin. Advertisers of all kinds of commodities—from cabaret shows to cars—will reach a worth-while audience through its columns.

Price: £1 per single column inch, *flat rate*.

Sporting Chronicle

"THE BACKER'S BOOK OF WORDS"



TALLIS HOUSE, TALLIS STREET, E.C.4., & WITHY GROVE, MANCHESTER



That Ad. Setting

Have your advertisement set up by specialists. It is not a cost: it is an investment by way of the extra business it brings.

IT IS AN acknowledged fact that the use of modern types for the setting of advertisements enormously increases their sales-compelling force. In the judicious use of appropriate borders, "swash" letters, and other delicate forms of embellishment in conjunction with their large stock of the latest and most attractive type faces C. & E. Layton have achieved considerable success. If you are ever in need of practical help in this way we shall be pleased to suggest lay-outs for advertisements or advertising literature such as folders, booklets, broadsides, &c., with that extra bit of "punch" that will positively increase sales.

LAYTON'S
TYPESETTERS &
STEREOTYPERS
FARRINGDON ST
E.C. 4

TELEPHONE: CENTRAL 4752



Publication Notes and News

Number 20,000

On Monday, the *Daily Chronicle* was published for the twenty thousandth time. The paper was born when the Victorian age was still young and it can look back upon 60 years of progress—or 71 years, if one includes the period during which the parent paper, the *Clerkenwell News*, was published as a half-penny weekly.

2996 Small

On Tuesday, the *Daily Telegraph* contained nearly eight pages of small classified advertisements, numbering 2,996. This creates a new record in the history of the paper.

New Advertisement Offices

It should be noted that, from the commencement of this week, the advertisement departments of the *Daily News* and *Star* are at Bouverie House, 154-160, Fleet Street, E.C.4.

Spring Holidays Page

On Tuesday, the *Morning Post* ran a composite page on spring holidays. It contained about five columns of advertising.

"South Africa" Moves

The offices of *South Africa* are now at 10-12, Ludgate Hill, E.C.4, where the proprietors have secured the whole of the second floor for the accommodation of the editorial, advertisement and publishing staffs of the paper. The new telephone number is Central 8341.

"Star" Cups and Saucers

Mr. F. Simonis, advertisement manager of the *Star*, has this week sent out a large number of sets of teacups and saucers in black and white, for office use. The china, which has the name of the paper imprinted upon it, is exceedingly neat and should prove very useful.

Sports and Pastimes Page

The *Nottingham Guardian*, on April 10, published a composite page on sports and pastimes. The advertising space included cricket and tennis requisites, sports wear, motor-cars, and so on.

Morris Car Displays

An interesting development on Tuesday was the appearance in the *Yorkshire Post* of a composite page dealing with Morris cars. A large advertisement by the manufacturers was supplemented by smaller spaces taken by local distributors. The editorial dealt with the progress of the firm and the reasons for the last successful year.

An Advertising Tit-bit

Mr. Sydney D. Bishop has been distributing some neat souvenir pencils to advertise *Tit Bits*, the body being green and the two ends red, with the catchy inscription, "Tit Bits. It's Green but it's Red."

Fraternising at Sheffield

On Good Friday the staffs of the *Sheffield Telegraph* and Messrs. W. H. Smith & Son, Hambleton House, Sheffield, fraternised according to annual custom. The afternoon football match was played, which W. H. Smith & Son's team won by five goals to four. After tea at Hambleton House, a big gathering enjoyed a concert and dance.

Special Drapery Number

The *Drapers' Record* for April 10 was the first special drapery exhibition number. It contained some 120 pages of advertising and a review of the new fashions at the Exhibition.

The Great Walk

Preparations are being made for the great walk organised by the *Yorkshire Telegraph and Star* which annually draws Whitsun crowds of over 100,000 into the streets of Sheffield.



Something new in music advertising

A Neat Reprint

It will be remembered that, in the Lancashire Welcome Number, the WEEKLY published an article on "East Lancashire as a Business Centre." The *Accrington Observer and Times* has reprinted this in brochure form, with the well-known seal of the newspaper on the cover.

Anglo-American Year Book

The American Chamber of Commerce in London is about to publish the *Anglo-American Year Book* for 1926. One of the objects of this publication is the development of British trade in the States.

Mr. Shaw Returns

Mr. D. E. Shaw, the London Manager of the *Ceylon Observer* and the *Ceylon Daily News*, returned to this country last week after spending a month in America on behalf of the papers he represents.

Natal's Oldest Paper

The *Natal Witness* has just attained its eightieth birthday. It is the oldest existing newspaper in Natal. A new make-up has been adopted and many improvements made in the appearance of the paper.

New Aero Paper

The *Aero Field* is a new monthly paper just issued. It is in the form of a supplement to *The World's Airways*, and deals chiefly with the development of air routes in various parts of the world.

NEWS **SUNDAY EDITION** **THE UMPIRE.**

th which incorporated

Postal Subscription Rate to any address in the British Isles, 3s. 6d. per quarter, or Abroad 5s. 9d. per quarter, paid in advance.

AMOUS CA **10,000** **RS FOR** **DA?**

HE POISON

C.O.D.

Wage and Five **Agreement.**

Develop New **Fields.**

cables from Canada news
en bloc ten thousand
r families to work certain
sh financiers.
rs £11 a week, and group
ey will be in friendly and
ve years' agreement is

Our Own Correspondent.

Montreal, Saturday.
USAND South Wales
and their families will be
to Canada. I am exclu-
med by Major Robbins,
the group of English mil-
and financial houses consider-
me of coal-mining develop-
Dominion decides in favour.
Dominion told me he had just
having laid

ECHO OF CURATE **TRIAL.**

W. A. Barber and **His Bride.**

Our Own Correspondent.
London, Saturday, in

The
BOLTON EVENING NEWS
 CERTIFIED NET SALE
 over 52,000 copies daily

BOLTON CAN BUY

The People of Bolton (its population exceeds 182,000) are great buyers.

During the Summer Season, the workers of Bolton have been known to draw in one week more than £300,000 from Holiday Funds alone. This proves that they can afford to indulge, not only in necessities, but in luxuries as well.

BOLTON WILL BUY

That the People of Bolton will buy is shown by the fact that, apart from having such a huge sum to their credit, they drew it out during their annual vacation. This standard of living is maintained in Bolton at all times of the year. Its people are of the class which never hesitates in buying advertised goods. There is ONE way of reaching the BUYERS OF BOLTON—through its only daily newspaper,

**THE BOLTON
EVENING NEWS**

**TILLOTSONS
NEWSPAPERS LTD.
MEALHOUSE LANE,
BOLTON. Tel.: 1993.**

London Address :—
 Mr. WM. SHEPPARD.

**TEMPLE BAR HOUSE
23, FLEET STREET, E.C.4**

CLUB NOTES & NEWS

WHAT'S ON

Leeds.—Queen's Hotel, 7.30 p.m. to-night (Friday). "Poster Advertising of to-day," Mr. Cyril Sheldon.

Regent.—American Co., Wardour Street, 7 p.m. to-night (Friday). Show of modern advertising films by Messrs. Publicity Films, Ltd.

Griffin Restaurant, 7 p.m., Tuesday. "On-to-Blackpool" Supper.

Caxton Hall, 7.30 p.m., Wednesday. "The Relative Importance of Outdoor Publicity and Press Advertising." Mr. C. W. Gardner and Mr. W. Nefydd Roberts.

Publicity Club of London.—Shaftesbury Hotel, 1 p.m., Thursday. Sir Wm. Veno.

Glasgow.—Grosvenor Restaurant, 1 p.m. to-day (Friday). "National Savings and Advertising." Mr. J. C. Bruce.

Glasgow—Advertising and the Savings Movement

"There is no use in advertising if it is not thorough," declared Viscountess Dunedin in an address on "Advertising and the Savings Movement," to the Club on Friday last.

Mr. Mackenzie presided.

In the course of her remarks, Lady Dunedin gave reminiscences of the Tank campaigns of which she was controller. The late Mr. Bonar Law asked her what she expected to get out of the Glasgow campaign, and she answered, "Oh, about ten millions." Mr. Bonar Law said he would be pleased with a great deal less than that. At the end of the week Glasgow had subscribed 14½ millions.

When the savings campaign opened, 400 associations were formed right away. The work went steadily on, until after the war there were 4,000 savings agencies. They all knew how useless it was to advertise and then stop. After all, advertising was suggestion. They had to go on suggesting, and they had to see to it that the suggestion did not become dull or monotonous. The Tank campaign worked out ultimately at 1½d. per £100 in advertising cost, and Weapons Week at 2d. per £100.

In a plea for the advertising of British resorts, Lady Dunedin observed that Ostend, which had no natural advantages, had been made by steady publicity into a rich watering place. They had much more beautiful places in their own country, but she could not say that any one of them had been so well advertised. There were great possibilities in the future for the expert advertisers in Great Britain.

Ireland—Chairman and a Blackpool Leader Appointed

The Council appointed Mr. F. M. Summerfield, managing director F. M. Summerfield, Ltd., as chairman in the absence of Mr. A. Canavan, president. Mr. T. A. Grehan was appointed to lead the Dublin delegation at Blackpool. It was decided to arrange for a special address on "Advertising Typography," by Mr. A. Goodridge, at an early date, probably April 22.

Aldwych—Sir Robert Lynn on Industry in Ulster

The after-lunch talk on Tuesday was delivered by Sir Robert Lynn, M.P., the editor and managing director of the *Northern Whig*, Belfast, who dealt with the development of industry and commerce in Northern Ireland.

There were people, he said, who considered that linen was a thing of the past, and that there was no more flax. So far as flax was concerned he considered that there would always be sufficient flax to make linen. It was made in the time of the Pharaohs and there would be linen for our descendants thousands of years after us. Ulster held the first place in the world for the manufacture of linen. She had one million flax spindles, one-third of the world's total. She was not producing her maximum capacity, and they wanted to stimulate the industry. The linen industry was only in its inception, although it was three hundred years old. By applying the stimulus of advertising he thought the industry would have a future prosperity such as it had never had in the past. The best articles in the world might be produced and never leave the stock rooms, so he hoped that the linen industry would get advertising agents to bring its merits before the public. Many people thought that advertising agents were merely people gifted with an extraordinary imagination, but with linen and its merits they could not let their imagination soar high enough to do justice to the subject. It was most important to foster such an industry and they were nearing the time when it must be realised that it was a world-wide industry to be treated in a world-wide fashion. More capital would be needed to develop and especially to advertise and to distribute the article all over the world.

Publicity Club of London—Laymen and Advertising

On Monday, at the Hotel Cecil, six well-known men and women, only one of whom was connected with the profession, were asked to state how advertising affected them.

Dame Helen Gwynne-Vaughan said that, when she first saw a product advertised she made up her mind not to buy it. Later she became accustomed to the article and, subsequently, if she did not know which brand to buy, she always found herself buying the one which was advertised. Every advertiser should state whether his products were British made; that was an appeal which always affected her and, she believed, the majority of British housewives. Personal advertising letters did not seem to her worth the 1½d. stamp which brought them, for they made her antagonistic.

Commander Kenworthy made a plea for cultivating beauty in advertising. He was certain that the beauty of advertisements had a better effect upon sales than any other factor. There should be a very strong movement in favour of removing ugly advertisements from pretty country places. The speaker suggested that British advertising abroad—even in our dominions—was not good enough.

Sir Sefton Brancker dealt with advertising as it affected aviation. He said that aviation owed a deep debt of gratitude to the British advertising profession. One of the best pieces of advertising of

CLUB NOTES AND NEWS—(Cont.)

which he had heard was performed by Mr. Selfridge. When the big store had just been built, Blériot had succeeded in flying the channel. Mr. Selfridge installed Blériot's machine at the top of the store, and over a million people passed through the various departments within a few hours. He had no doubt that sky-writing would shortly be the chief advertising medium.

Lady Duff-Gordon gave some interesting and amusing stories of how advertising had helped her. She said she rarely paid for advertising, but it was performed none the less thoroughly. She recalled one instance of how she was paid £300 for walking through an American store and accepting the gift of a fur coat.

Mr. Alister MacDonald, son of the ex-premier, who is an architect, expressed some very strong opinions with regard to flashing signs. In his opinion the lay-out of the signs in Piccadilly and elsewhere was execrable. Flashing signs were also dangerous, since they acted as strong headlights and blinded pedestrians who sometimes met with accidents on their account. He urged that advertising men and architects should get together in order that buildings should be planned in such a way that the architecture and the signs blended harmoniously. A good building was one of the finest advertisements, and he regretted the movement towards covering up all the buildings in London with electric and still signs.

Mr. John Hassall, the well-known artist, gave some interesting and amusing details of the evolution of advertising art. He said that it commenced in the dark caves of the ancients and seemed likely to end in the heavens. He questioned a statement of Sir Sefton Brancker that sky-writing was a beautiful type of advertising, and he conjured up the vision of a beautiful sunset across which was written the slogan "Buy Boiled Beans."

Regent—Display: Its Art and Value
Mr. J. H. Sharpe, who has been the head designer at Selfridges since the company's inception, addressed the Club on Wednesday of last week on "Display—Its Art and Value."

There were, he said, five steps to be taken in planning a window display.

1. Select your merchandise.
2. Consider the amount to be spent—in some cases as much as £200 might be spent on a single window.
3. The idea—the conception and general design.
4. The colour scheme, which in itself was a serious study.
5. Finally, the lighting and composition.

The choice of merchandise and general idea of the display must be in keeping with the season. The idea, also, must be in keeping with the season. The atmosphere to surround the merchandise was of utmost importance, and an abstract idea was to be preferred to the somewhat commonplace use of spring and autumn foliage for seasonal displays. The colour scheme should not be too heavy in the case of spring designs, whether the idea be abstract or not. The use of complementary colours was very popular, but it was not generally recognised that the colours were only really complementary when used in correct proportions. Without this correctness of proportion the effect was often vulgar and overdone, and the colour scheme spoiled.

The composition should be made in keeping with the size of the windows. In a certain Regent Street window a display was completely spoiled because a single article was shown in too great space. Consideration of the space left

was of great consequence—it must be decorative. The value of spaces was not properly recognised. The shapes must lead the eye to the article displayed. All accessories used must play their part, too.

Lighting depended on the type of window and the type of display. A coloured light would cast a shadow of a complementary colour; for example, a red light would cast a green shadow, and this coloured shadow must be taken into consideration when coloured lights were to be used.

How often should a window display be changed? This depended on the business itself—the stock of the merchandise held—if the stock sold out, the display would, of course, be changed. If the display did not pull the display might be changed in two days.

Should price tickets be put on merchandise? Price tickets should be used except in the case of a "show" window—a "long range" window designed simply to attract attention. Some people would not take the trouble to step into the store to ask prices and sales were lost; tickets must be neat and placed so that they did not detract in any way from the merchandise.

Women's Advertising Club—Wage Fixing for Women

Miss Margaret Bondfield was the speaker at the dinner on Tuesday, and took as her subject, "Wage Fixing Methods for Women." Mrs. E. M. Wood presided.

One of the great obstacles in the path of women's progress in industry, said Miss Bondfield, was the difficulty of getting women to take up positions calling for great responsibility and all-round efficiency, and she regarded the members of the Women's Advertising Club as pioneers in a great work.

The textile trade employed more women than any other single industry, and the speaker dealt with the wage fixing question there in detail, and then briefly reviewed the general wage rates in some of the other sixty-eight trades in which women were employed, and the almost phenomenal improvements which came about during the war.

The Trade Boards, which had been in operation since 1909 were, Miss Bondfield pointed out, anything but reckless in their methods. They sometimes raised time rates as little as 1d. an hour, and even when trade was particularly good the increase was rarely more than 1d. an hour.

Regarding piece work rates she said our methods were diametrically opposed to those adopted in America. In this country as soon as women started increasing the rate of output the employers cut the piece work rates, as English employers did not seem able to face the idea of allowing women to earn anything above £5 a week. In America, on the other hand, the women workers were at liberty to earn as much as they could on piece work. That was the only fair and decent method, and the only way to encourage increase of output.

If one firm paid its women workers less than a living wage it meant that they were virtually being supported by some other industry, i.e., by their fathers or someone else employed in another industry, which was entirely wrong. It was very doubtful whether such parasitic trades had any right to exist.

A number of questions were put to Miss Bondfield, and a vote of thanks was proposed by Miss Dougall and seconded by Mrs. Hog.

(Continued on page 96)

Let the Press tell your Selling Story

The cleverest Advertising copy will be of no avail to you if it does not carry out a settled selling policy, framed with special reference to the individual problems of your business. The Press Advertising department of

Sheldons Ltd

SERVICE ADVERTISING
PRESS AND POSTER

**Sheldon House
Queen Street
LEEDS**

has the necessary staff and equipment to present you with a complete market analysis and discuss its implications with you, as they affect your product. Working hand in hand with Sheldons' Press Department, their department for Service Billposting Contracting will enable you to

Let the
POSTER
drive
your
message
home

The Right Kind of Drawing

IT is not enough to have good drawing in an advertisement when the product, the idea and special circumstances are such that *a particular type of drawing* is necessary in order to achieve the maximum of effectiveness.

There is one organisation that is qualified, by reason of size, experience, wealth of talent and unique facilities, to give every advertiser the right kind of drawing.

Whether your advertising calls for dainty and charming art work or drawings of strength and character; explanatory diagrams or pictures full of atmosphere and suggestion; photographic realism or the latest phase of modern impressionism; restrained and dignified designs or treatment glowing with life and colour; in every case the Carlton Studio can give you just what is needed.

No other single organisation commands the same sheer ability to draw, vivid power of characterisation, creative capacity of design and complete command of technique.

The **CARLTON STUDIO** *Ltd*
CARLTON HOUSE **61 QUEEN STREET**
KINGSWAY **LONDON W.C.2**



Write and tell us about your problems, and we will gladly make helpful suggestions whereby your advertising and printed matter can be improved in appearance and idea.

Or telephone for a representative to call and discuss these questions with you.

'Phone: - Regent 1827.

Window Display Models assist Press Campaigns—

We design, model, manufacture and despatch to your clients, who welcome the addition to their window of something new to help on sales.

The best Papier Mache models.

R. R. THOMPSON, Ltd.
CHESTNUT GROVE,
NEW MALDEN, SURREY

A Good Advertising Souvenir

is a small pocket mirror with a real photograph of your premises or speciality upon it. From 2d.

Martin Leyfield & Co., Ltd.
30, Craven Street, Strand, W.C.2
Regent 2111.

ADVERTISING GLASSWARE
Paperweights—Ash Trays—Cash Trays.

TO NEWSPAPER PROPRIETORS, LONDON AND PROVINCIAL.

Mr. E. Sothcott (late of "Our Home" and "The Lady's World") is prepared to take charge of the Advertisement Department of any London Weekly or Periodical.

Alternatively would act as London Representative of any Provincial Daily or Weekly of standing.

Communications in strictest confidence may be addressed in first instance to:—

Mr. E. SOTHCOTT, 4, Henry Bldgs., Gresse St., London, W.1.

DO YOU WANT

an able young man with seven years' experience publicity, selling, interviewing and negotiating? He is accustomed to shoulder responsibility and desires a position with firm of repute offering scope for enthusiasm, initiative and imagination. He is willing to prove his ability providing a genuine opportunity is given.

Apply Box 153, "Advertiser's Weekly,"
66, Shoe Lane, London, E.C.4.

CLUB NOTES AND NEWS—(Cont.)

Glasgow—Second Annual General Meeting

The second annual general meeting of the club was held in the Grosvenor Restaurant on Wednesday, April 7. Mr. D. C. Cuthbertson, President, occupied the chair.

The office bearers appointed for the ensuing twelve months are:—President, Mr. A. McKenzie; Vice-President, Mr. D. A. Wood; Secretary, Mr. J. Firth, 12, Renfield Street, Glasgow; Treasurer, Mr. A. Murray. Committee, Messrs. R. P. Prentice, D. W. Barr, W. H. Jones, G. H. Hammond, P. J. Sims, B. B. Morrison, W. L. Thomson, W. G. Ewing, J. D. Mitchell. Auditors, Mr. J. A. Houston and Mr. J. Killin.

With a membership of 145 and a cash balance of fully £90, the Glasgow Publicity Club starts a new year with every prospect of still greater success.

It is worthy of particular mention that Mr. D. C. Cuthbertson, the retiring president, received a gold replica badge at the hands of his successor.

Publicity Club of London.—Manufacturers' Session

At a very enthusiastic luncheon of the Blackpool committee at the Shaftesbury Hotel on Friday, Mr. W. H. Harford spoke on the manufacturers' session at Blackpool.

He said that some 500 industrialists would be present, and advertising would be discussed, not as advertising men discuss it, but as a national economic problem. The manufacturers were going to debate among themselves how they could sell more British goods. The session would be a provocative challenge to the manufacturer who had allowed himself to sink into a state of depression. It would be pointed out that if he found business awkward he could not afford to close his eyes to any channel that might lead to increased sales.

Mr. Harford indicated that a unique feature of the Session would be a book specially written by a well-known economist on the relationship of selling to production. This book would be distributed to every manufacturer signifying his intention to be present, to every delegate and to all newspapers. It would be provocative, challenging, arresting, and he had no hesitation in saying that it would be of great assistance to the whole advertising business.

London—Public Speaking Competition Results

The competition organised by the Publicity Club of London resulted, on Tuesday evening, in Miss E. Baker winning the cup, with a total of 14½ points out of a possible 15. The runner-up was Mr. Hodgson. The silver cup was presented by the Regent Advertising Club.

Manchester—Junior Section Formed on "Regent" Lines.

The Regent Advertising Club will have reason to feel proud of the latest development of the Manchester Publicity Club which, at the suggestion of a few ardent young men, has just created an Associate Section, to be run on "Regent" lines, and to cater for those who are unable to join the Publicity Club itself.

At the inaugural meeting held under the chairmanship of Mr. H. L. Hardwick, one of the vice-presidents of the Manchester Publicity Club, many suggestions were made for the well-being of the Associate Section.

The minimum age for admission to the Associate Section was fixed at 17 years, and in order that it should be independent of the senior body financially—although any deficit would be made up by that body—it was decided that 10s. 6d. should be the annual subscription.

The meeting proceeded to the election of officers, and Mr. J. Vincent, the Hon. Secretary of the Manchester Publicity Club, who had been responsible for the preliminary work in connection with the new section, was unanimously elected its first chairman. In acknowledging the honour, Mr. Vincent said he considered the Manchester Publicity Club was doing the finest thing in its history in forming a section for the benefit of younger men and women who, for various reasons, did not feel at liberty to join the main Club. He assured the members of every possible assistance from the senior body, and said that while he would be willing to accept the chairmanship for the first year until the new Section was on its feet, he felt that within the limits of their rules they should be self-governed, and he hoped they would be in a position to elect a chairman from amongst their own members at their first annual meeting. Mr. H. V. Cook, a member of the new section, was elected vice-chairman, and Mr. M. Cox was appointed honorary secretary. It was decided that the committee should consist of the five members of the Club Executive Committee, Messrs. R. Sheppard, E. Bowden, W. J. Reese, J. H. Dixon and F. W. Thomas, together with five associates.

Forty-seven members of the Associate Section were enrolled, and it was decided to hold regular meetings on the evening of the days upon which the Club luncheons were held, in the hope that some of the speakers at the luncheon meetings would find it convenient to address the Associate Section later in the day.

Nottingham—Success of First Social Function.

Although only formed last February, the progress of the Nottingham Publicity Club has been extremely rapid. The membership now reaches the century mark, and the first social function, a supper dance, held last night at Boots Café, Pelham Street, was a success in every respect.

The company, all told, reached a hundred, and Mr. W. R. Derwent, the chairman of the club, was amongst those present. Mr. S. Johnson was a popular M.C. for dancing, which was kept up to the strains of Mr. Sidney Clifford's Orchestra. Miss Ramsden, the secretary, carried out all the arrangements.

Mr. Charles Bronkhurst Married.

Mr. Charles Bronkhurst, the well-known Advertisement Manager of *John Bull*, was married on Wednesday, April 7, to Miss Rosella Franks, in the presence of a great number of friends and many business associates from Odhams Press.

The bride, who was charmingly attired, was accompanied by four little bridesmaids.

A reception was afterwards held at the Hyde Park Hotel, where the usual ceremony of cutting the cake was performed by the bride. Dancing continued until 6 o'clock, followed by a banquet at 7.30.

The bride and bridegroom left on the following day for the South of France.

LIGHTER SIDE OF BLACKPOOL

Itinerary of a Beautiful Tour

VISITORS to Blackpool will have an opportunity, on the Wednesday, of visiting Stonyhurst College, which includes a tour through the valley of the Ribble. This river, with its tributaries, the Hodder and the Calder, is one of the most beautiful in England, and is of great historic interest.

The following is the itinerary:

Blackpool to St. Anne's (modern) and Lytham (very ancient). Over Freckleton Marsh, and new road from Ashton to Preston-Blackburn Road.

Preston-Blackburn Road as far as Windmill Hotel, passing (left) Samlesbury Old Hall, the scene of many romances and historical events. Mellor Brook, Copster Green, and on to Whalley, passing (right) the Inebriates' Home. Whalley, in days long ago, was the head of a parish embracing a great portion of Lancashire. Whalley Abbey, the famous monastery founded by the all-powerful De Lacy family about 1206. John Paslew, the last Abbot, and the Abbot of Sawley (or Sally), six miles away, who took part in the Pilgrimage of Grace, were tried at Lancaster, and condemned to death. Tradition has it that Paslew was hanged on a tree at the foot of Whalley Nab (right of river) but evidence is pretty conclusive that he and the Abbot of Sawley were executed at Lancaster.

A Famous Castle

On road to Mytton, Clitheroe Castle (in distance—right) built on site of Saxon castle by first Norman Lord of Clitheroe and demolished by order of Parliament, 1649. Only the keep now remains. Pendle Hill (1831 feet) famous as the rendezvous of the Lancashire Witches. On left Balderstone Hospital where, during the great war, thousands of wounded soldiers were housed.

Mytton Hall (left), then, on top of the hill, Mytton Parish Church, with its ancient Roman Catholic Burial Chapel, its chained Bible, and many marble monuments to the Sherburnes (or Shireburnes) of Stonyhurst.

The Ribble, the Hodder and the Calder meet near by, hence the couplet:

The Hodder, the Calder, the Ribble
and rain

All meet together in Mytton domain.

Lower Hodder Bridge. (To the left the old bridge, by which Cromwell and his army crossed the river on their way to Preston where, at Walton-le-Dale, the Battle of Preston was fought.)

Stonyhurst College, one of the largest and best-known Roman Catholic seats of learning in the world, near the banks of the beautiful River Hodder. Students from all parts of the globe are sent to Stonyhurst and some of the great men of science, of art and of literature received their education here. The home of the Sherburnes at the time of the Civil War, Stonyhurst played a memorable part in one of the most exciting periods in English history. While his army was quartered in adjoining fields, Cromwell slept in the house (August 18, 1648).

The Return

Via Hurst Green. On the road to Longridge (named after the Long Ridge) in the valley below lies Ribchester with its famous Roman Camp and its ancient Stydd Church, said to be one of the oldest in England. Passing Whittingham Asylum, we proceed through Broughton, Elswick, Singleton and Poulton to Blackpool.

ROYALTY — Industrialists — Statesmen —
The Press — Advertising Men ∞ ∞ ∞

ONE AND ALL are continually urging the
necessity of inter-Empire trading. ∞ ∞

MANUFACTURERS are alive to this need—
and the profits to be derived. ∞ ∞ ∞ ∞

BUT — dormant markets need the stimulus of
Advertising to make Sales. ∞ ∞ ∞ ∞ ∞ ∞

AND—just as sure as the markets are there and ripe—so
the one infallible and economical means of reaching
the right people at home and abroad is through the
medium of ∞ ∞ ∞ ∞ ∞ ∞ ∞ ∞ ∞ ∞

The Outlook

*British Empire Supplement, May 22nd. An 80-page issue
with articles on vital problems of Empire Trade—
written to urge Empire-lovers with money to spend to
spend it within the Empire. At least 90,000
well-to-do people will read it from cover to
cover. Advertisements directed to these
people—who have a decided preference
for Empire-produced articles—re-
inforced by the appeal of the
articles in the Supplement,
and backed with the pres-
tige of THE OUTLOOK,
can hardly fail to
make sales.*

NOW READY! ————— COMPLETE 56-PAGE

DUMMY

The Outlook

giving a resume of the Articles and Authors. Send for your
copy immediately! Space is booking rapidly.

L. INDER HEWITT

Advt. Manager, 69, FLEET ST., LONDON.

PHONE: CENT. 3173.

|| ADVERTISING AGENTS.—You owe it to your clients to
send for dummies—quickly—and study this proposition.
You can unhesitatingly recommend it! ||

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Parable of the Egg Cups

SIR,—Sir William Bull, M.P., told a true and amusing tale the other day about the rather old-fashioned ways of many British manufacturers. He related that efforts had persistently and stubbornly been made to sell egg cups of British size in India where the eggs are of smaller size! The manufacturers couldn't, or wouldn't, understand the difference.

The story, true as it is, is a parable. Until we make a real study in this country, both of our home markets and our overseas markets, and really apply the science of selling, we cannot hope to increase our trade.

The Second British Advertising Convention to be held at Blackpool from May 1 to May 5, will give real help to manufacturers and merchants on the subject of selling British goods. That is the central topic of the Convention, and a thousand delegates will attend.

C. HAROLD VERNON,
Vice-President, The Advertising
Association.

The Blackpool Programme

SIR,—At the time of writing I have before me the "Sessional Programme and Time Table as provisionally fixed." Here I find it set out that both the newspaper executives and Press representation

sessions meet at the same hour on Tuesday morning. Surely this is a great mistake as these sessions draw audiences who have much in common in their business interests. Last year, if I remember correctly, the Newspaper Executives' meeting was held in the morning and the Press Representation session after lunch, and many of the delegates who attended the former were present at the afternoon meeting. If the provisional arrangements hold good, both sessions I am sure will suffer in attendance. I hope that Mr. F. Osborne, organiser of the Newspaper Executives' programme, who is an advertisement manager, will be able to arrange with Mr. W. N. Roberts, another advertising man, that his Press Representation meeting is not held at the same hour, and so permit the writer—and many others—to get the opportunity of being present and securing the full benefit of the two sessions.

A DELEGATE.

The Mentality of the Consumer

SIR,—Advertising is getting too "clever." I advise anyone who is a copy-writer to do as I had occasion to do a few weeks ago. I drove from Edgware to Croydon. Throughout that run I studied the people to whom my advertise-

ments were addressed—the great solid mass of them clustered round the little local shops, buying the necessities of life, each in their little suburb, each engrossed in their little life and home. The lady with the pram, the lady with the shopping bag, the typist and milliner, the great army of spenders of the country's wages. If you want to sell soap to these people is it necessary or advisable to talk over their heads about ancient Egypt—if you want to sell bootlaces to them is it desirable to talk to them about "ships of the desert" or "the romance of cotton-growing"? The mentality of the vast majority of purchasers is such that modern "clever" advertising is above them and is lost appeal to them. We of the advertising world must come down to earth in our copy-writing; we should never have set sail in the clouds. Let every copy-writer take a journey through Peckham, New Cross, Lewisham, Penge, Anerley, Croydon—choose ten suburbs where you like, and I guarantee the copy he left on his desk will be thrown away on his return.

R. E. H. LOVELACE.

For Information

SIR,—I shall be much obliged if you can publish the following paragraph for me:—

Mr. John Sewell, proprietor of the Tavistock Advertising Agency, wishes it to be known that Mr. Horace Francis Davies is not in any way connected with him in business.

THE TAVISTOCK ADVERTISING
AGENCY,
JOHN SEWELL.

TUESDAY, THURSDAY, SATURDAY. CERTIFIED NET SALES OVER 46,000 WEEKLY.

Blackpool Gazette & Herald

THE LEADING NEWSPAPER OF THE
LANCASHIRE COAST, WITH AN
ACKNOWLEDGED REPUTATION IN
THE COUNTY FOR MODERNITY
AND EFFICIENCY, COVERS
A RESIDENTIAL AND
AGRICULTURAL
AREA PEOPLED

HEAD OFFICE:
TEMPLE STREET,
BLACKPOOL.

Phones: 1782 (5 lines)
'grams: GAZETTE Blackpool.

BY 185,000
INHABIT-
ANTS



LONDON OFFICE:
134, FLEET ST.,
LONDON, E.C. 4.

Phone: CITY 7984
'grams: SCRIVENING Fleet.

The Collection and Use of Marketing Data—II.*

By C. F. Plowman

(3) DISTRIBUTION.—(a) Responsive Districts.

Taking into consideration the human element as covered in the preceding sections and the physical influences at work, certain districts will be found most likely to yield good results at less cost.

The choice and development of the most responsive territory in the first instance makes a great difference to the impetus and success of an initial drive. Success or comparative failure of a try-out campaign may determine one way or another whether a new advertiser is converted into an advertiser for good or not. Analysis of territory from this angle is, therefore, vitally important. Working only really responsive areas has also a strong effect upon the ratio of advertising and selling costs to sales.

(b) Details of Selling Plans.

Under this head are classified examples, precedents, facts, etc., which help in framing successful selling plans. Thus chapter and verse can be furnished as to why the procedure advised should be followed. Not only the agency's own tried-out selling plans, but other successful methods and measures need to be indexed up for reference in this section.

* The first of these extracts from Mr. Plowman's address to the Business Research Association appeared on April 9.

(c) Dealer Lists.

Accurate lists of dealers all over the country are practically a *sine qua non* of every campaign, and a small section of the department should be employed upon improving these and keeping them up to date.

(d) Aids to Salesmen.

News and information concerning the goods they handle; instances of successful use and adaptation of methods, help salesmen to clinch sales by finding the best lines of approach to dealers.

Salesmen usually receive copies of the folders and advertisements put out by advertisers, but these cannot contain every useful point. Arguments which will back up dealer literature, and help to clinch sales need to be circulated amongst salesmen, on a proper system. Data classified under "Aids to Salesmen" should, therefore, be filed and passed out for use as occasion demands.

(e) Dealer Influence.

How far the dealer can help or mar a campaign needs to be thoroughly well known both by the advertiser and his salesmen. We must be in a position to say whether the influence of the dealer will be for good or whether prejudice, and even hostility, have to be counteracted. Our data must suggest proper measures to fit the circumstances. For instance, dealers usually dislike new and

similar lines of goods to those which are already thoroughly well represented on their shelves, but they welcome goods which mean to them additional sales and bigger openings for trade. The department must be able to classify all factors influencing the dealer in his classification of clients' products.

(4) CHECK UP DURING CAMPAIGN.—

(a) Is Demand Being Created?

Every advertiser needs to know the result of his campaign. His order books, of course, tell him most, but co-operating with his own sales staff, his advisers must be able to put before him positive proof, where possible, that he is selling goods to people who have never bought before. We must be able to say whether these people have been won over from competitors or whether new trade is being developed by the advertising. We should be able to say what the prospects are of this business becoming permanent. A great splash, a special offer, a whim of the moment, or a cut price may bring a rush of business, but this may not betoken real demand. Salesmen's reports, after careful scrutiny both by the agency and the management staff of the client, will provide useful data.

By comparing these with figures obtained by inquiry among wholesale and, where possible, retail distributors, it will be possible to check up the progress of a campaign as expressed in sales.

Definite questions must be framed for answer by the sales force, as to accounts opened, statements by retailers, observations in shops, etc., and clients must be advised in accordance with answers received. Admittedly the obtaining of actual figures is sometimes difficult, but the agency should be able so strongly



IF YOUR
GOODS
ARE FOR
WOMEN
YOUR



ADVERTISING
IS FOR
WELDON'S

FAMOUS FASHION JOURNALS

'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a
superb delicacy, the
result of a matchless
blend of the finest
Virginia Tobacco

10 for 10½^d | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Franch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1P4

Classified Advt.

(Continued from page 111)

Tenders

COUNTY BOROUGH OF BRIGHTON.

TO ADVERTISING AGENTS.

THE PUBLICITY COMMITTEE of the Brighton Corporation are open to receive offers from recognised Advertising Agents for the work of placing advertisements in the Provincial Press, including the preparation of advertising schemes, designs, "copy" and lay-outs, and of advising the Publicity Department on points regarding all forms of publicity as and when required.

Offers should reach the undersigned not later than Wednesday, April 28, 1926. Envelopes should be sealed and marked on the outside "Advertising Agents."

HENRY D. ROBERTS,
Director.

Corporation Publicity Department,
Brighton.

EVER THOUGHT

how much success in advertising, as in life itself, depends on knowing the right people? If you are connected with any phase of advertising, join

THE REGENT ADVERTISING CLUB

and meet—on the plane of good fellowship—those who share your interests.

As a practical business proposition membership of The Regent is a gilt-edged investment, as well as a source of inspiration to all eager to be numbered amongst the leaders of our profession.

Your name and address to the Honorary Secretary, Miss M. G. Atkins, The Regent Advertising Club, 43 Bedford Street, W.C.2, will bring full particulars. Subscription to end of Club year 5/-.

Business Offers

FOR SALE AS A GOING CONCERN, well-established small London Advertising Agency, limited company, sole contractors for several publications, a number of good accounts, fair printing and general business. Excellent proposition for advertising man wishing to commence business, or could be absorbed economically into existing firm. Full investigation permitted.—Box 152, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Appointment Vacant

WANTED, YOUNG GENTLEMAN who has had experience of advertising in Overseas countries, to act as assistant in the Publicity Department of a British Motor manufacturing firm. Must be used to efficient office routine, have initiative and be able to write topical copy. Apply by letter, Box 149, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Appointment Required

GENTLEMAN, 38, single, University education, 15 years' advertising and sales experience as principal and employee, journalistic and art ability, straight, reliable and intelligent, desires post. Interview London.—Box 150, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

ARTIST, disengaged, seeks permanent work. Capable sketches, lithography, photo, litho.—H. L., 2, Lyndhurst Square, Peckham Road, S.E.15.

Representation Wanted

WELL-CONNECTED ADVERTISING AGENT would act as London Agent and Salesman for substantial provincial print house on small retaining fee and commission basis. Expert copy and lay-outs. Office centrally situated.—Communications to Box 151, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Service

JUST LIKE TYPEWRITTEN. Prices 3/2 per hundred, 4/- per thousand. List free.—Douglass Advertising Service, 108, Belmont Road, Southampton.

D. CHARLES,
Photography. 50 Webbs Rd., S.W.11.

The trade of many tricks. I use scores! And every single one for bettering the job.

Latchmere 4980

to entrench itself that it can press for the carrying out of this checking up system.

(b) Are Orders Repeating?

Here, again, the order book may paint a false picture; mere totals do not tell the nature of the orders booked.

Orders which come in spontaneously without further canvass of dealers tell a better tale than piles of orders representing new sales. The former mean solid business, the latter may imply a certain amount of curiosity and experiment on the part of the dealer (though this is to-day an unlikely buying motive), or extra energy on the part of salesmen.

The department must be ready to draw up charts for clients in which the different kinds of sales are clearly shown, and should be able to frame and reframe for them their selling plan and policy, as may be necessary, in the light of this knowledge.

The records of these sales efforts are useful data for files on campaigning, and should be systematically collected.

(c) Effects of Competition.

Advertising activity frequently draws fire from competitors. Salesmen's reports drawn up according to the research department's recommendations must tell the advertiser which are the most successful competitors and why, and whether his own advertising is bringing about any marked increase in activity on the part of rival salesmen.

Salesmen should also report to their sales manager whether their own product is capable of holding its own in an open field, and whether any further dealer-aids would be helpful in securing retailers' goodwill. As already suggested, competitive advertising should be examined particularly to ascertain whether in copy or any other way a campaign was influencing the chief competitors, and how the agency could counteract their measures, and so work for the clients' success.

The research department should gather all this information as part of its routine, and pass it out immediately to the contact men so that action could be taken and the advertising made more telling.

(d) Dealers' Attitude.

Just as in making a survey the probable attitude of the dealer has to be considered, so his actual attitude is a factor to be reckoned with in the conduct of a campaign. The advertiser needs to know just how the retailers regard him and his product and his methods, and to discover ways in which reticence and hostility can be overcome and enthusiasm and co-operation won. To keep the dealer interested, satisfied and working in the advertiser's interest is as fine a piece of service as any the agency can render.

The mechanism to use here is the canvass of salesmen by questionnaire, and clients should be persuaded to carry this out.

In all these methods the "use of it all" from the salesman's point of view should be constantly driven home to the men on the road. The agency must help clients to keep their sales-people sold on the advertising.

(e) Competitive Advertising.

If, as suggested, rival advertising is displayed side by side with clients' campaigns, this procedure will form a useful check-up as to the effect, if any, upon competitors' activities. Modification of a rival's campaigns will often reveal whether the joints in his armour have been found or not.

(Concluded)

We Hear

THAT there is talk of a considerable amount of City business—prospectuses and the like—coming along within the next few weeks if nothing comes in the way to hold them up.

THAT as the time draws nearer Blackpool Convention becomes more and more a subject for discussion where advertising men and women meet, and—

THAT to all appearances there will be the last week rush to register by those who—while expressing the great desire to be there—really can't make up their minds at the moment.

THAT if Mr. W. A. Foster, of the Blackpool Corporation Publicity Department, can in some way get to learn the number of delegates paying a first visit to his go-ahead town, he will probably get a surprise, and—

THAT in particular it will prove to be a large percentage of visitors from the South who will have to confess their amazement at the enterprise of the Blackpool Corporation and what they have by advertisement's aid—and natural advantages—made of their town.

THAT Mr. Arthur Richardson, of the *Sunday News*, has had conferred on him the high Masonic Order of Past Grand Standard Bearer.

THAT there will probably be several new candidates for positions on the Council of the National Advertising Benevolent Society at the annual general meeting next Monday week, all of which gives indication of a still growing and widening interest in the excellent work of the Society.

THAT condensed milk advertisers are likely to make much capital out of the statement in the Zoo's Annual Report that "the complete replacement of fresh milk by condensed milk has notably reduced tuberculosis."

THAT there has recently been a substantial addition of trade advertisers, with national propositions, to the number using the interiors of the Underground trains for publicity purposes.

THAT a well-known agency is doing its best to teach the sellers of farm produce the advantages of C.O.D. and the method they ought to employ to reach a big buying public.

THAT Mr. Eric Gamage is back again at his Holborn establishment after a busy time in America, where he was making a study of the business methods of the big departmental stores.

THAT the big hoarding which is next Bush House in the Strand is again occupied by the *Daily Mail*, who have used this "stance" during the summer season for a good many years.

THAT there is likely to be an increase in the advertising for motor tyres as a result of the reduction of 10 per cent. in prices which is reported to be probable next week.

—the *real* reason
why the DAILY
SKETCH is
beating all its
own last year's
advertising re-
cords is simply
because more
and more adver-
tisers are finding
it so very very
profitable to use!

The better service we are giving the advertiser through the modern facilities of the new building is yet another reason.

ULRIC B. WALMSLEY, Advertisement Manager,
The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C.1



TIME TO READ AND TO REMEMBER

"THE woman with the baby had little peace of mind for the first half-hour of the journey. Then the child went to sleep. That woman sat for a solid hour looking at a picture on the carriage wall. It told her of the health a certain food had given to a child like hers. Do you suppose she would forget its message?"

Every day 950,000 journeys are made by people who sit opposite the delightfully-drawn Pencil Advertisement Panels in L.N.E.R. carriages—and most of the time they have nothing to do but look at them. They are worth seeing; that's why they are profitable advertising.

SAY IT IN PENCIL TO THE BUYER SIDE OF BRITAIN

ENQUIRE about this New and Dignified Medium. The low rates include provision of drawings and panels and regular inspection. Full information and an attractive, illustrated brochure free on application to:—

T. McDougall, Ltd., KINGSWAY CHAMBERS,
44/46, KINGSWAY, - - - LONDON, W.C.2.

Telephone: Holborn 5240.



BLOCKS.

LET US INTRODUCE YOU TO

Service & Quality

GEE & WATSON LTD

81 SHOE LANE, FLEET STREET, E.C.4

"LILYWHITE" REGISTERED.

REAL PHOTOS will SELL

YOUR GOODS
EFFECTIVELY

are retained, are impressive,
will "get there," are truthful,
Photo printed only by

LILYWHITE, Ltd., TRIANGLE, HALIFAX.

We Hear—

THAT a poster which will be quickly added to the poster collector's folio has been put out by the Southern Railway to advertise holidays in Italy, and should not fail to do so by the charming picture of Lake Como, the work of W. W. Collins, R.I.

THAT the weather being favourable, and the demand for space continuing to increase, a remarkable addition to the number of billposters' hoardings is being planned in the outer suburbs of London.

THAT those in search of prospective lines in advertising have been making tracks to the Drapery Exhibition at the Royal Agricultural Hall where there is a wonderful display of textiles, and to Olympia where the annual Building Trades Exhibition is being held.

THAT the interesting announcement was made at the annual general meeting of Messrs. Godfrey Phillips, Ltd., that the firm had acquired the business of J. Milhoff & Co., Ltd., advertisers of De Reszke Cigarettes.

THAT Mr. Donald Howat, of the Howat Service, Glasgow, who has been paying a business visit to London, reports that business is brisk in the West of Scotland.

THAT one of the smartest bits of work seen in Fleet Street for many a day was witnessed on Monday when the corner block at the top of Bouverie Street, vacated on Saturday by the *Daily News*, was being demolished by the "house-breakers," and was well done in by early afternoon.

THAT Mr. Dennis Bradley had a delightful luncheon party at the Savoy on Tuesday, when advertisement men from Fleet Street rubbed shoulders with stars in the theatrical and literary world; and—

THAT this was Mr. Bradley's pleasing way of obtaining publicity for his new ideas in colour schemes for brightening the spring and summer suits of the young men about town.

THAT the W.N.P.A. has decided not to organise a separate session for business papers at Blackpool, but—

THAT the Association is strongly in favour of personal attendance and it is hoped that many trade and technical papers will be represented.

THAT Messrs. J. E. Hough, Ltd., have booked extensive space on London's Underground Railways for Edison Bell Records, Gramophones and Radio, and are backing this campaign by some attractive posters.

The **SUNDAY CHRONICLE**
The Sunday Journal of the well-to-do

We Hear—

THAT the latest in co-operative advertising schemes has been started in Glasgow and the West of Scotland, where the makers of aerated waters have combined in a campaign for the greater consumption of "soft drinks," and—

THAT it is in Glasgow also where a certain amount of effective display advertising is appearing on behalf of the local professional photographers, whose appeal is a call to visit their studios more frequently.

THAT Mr. Leslie Worsnop, who has represented the Starmer group of newspapers in the North-Eastern area, will shortly take up a position as the Northern representative of the *Western Mail and South Wales Express*, with headquarters in Manchester.

THAT a new co-operative body has been formed in Dublin under the title of the Grafton Street Association, its purpose being to look after the interests of the traders in this street, and—

THAT the decision to form a definite association is a sequel to the successful voluntary effort to advertise the street made by some of the traders last Christmas

THAT Mr. Leo Blennerhassett had a very interesting two-column article in last Saturday's *Irish Independent*, dealing with Irish marketing methods.

THAT the Irish American Oil Co., Ltd.—the Irish Free State distributors of Pratt's motor spirit—signalled the fine spell of weather at Easter with a very striking advertisement headed "Spring: the open country calls."

THAT, headed by Tom Grehan, advertisement manager of Independent Newspapers, Ltd., the Dublin contingent to Blackpool will be well to the fore.

THAT in connection with possible Irish Free State budget alterations in customs duties, people are asking if there is something more than a clever skit in the cartoon in *Dublin Opinion* which shows the Finance Minister in the home circle, suggesting, "as an ordinary citizen," the inadvisability of purchasing a chest of tea, but recommending the purchase of a sack of flour!

THAT Messrs. Chapman and Hall announce for early issue "Simplified Practice," by Cecil Chisholm, editorial director of the WEEKLY.

THAT Mr. George Curnock, who is something of a specialist in such matters, is directing the *Daily Telegraph's* successful appeal for funds for the rebuilding of the Shakespeare Memorial Theatre at Stratford-on-Avon.

THE INNER SIDE OF ADVERTISING

By CYRIL C. FREER.

The one and only complete British guide and text-book. Written by a practical man who draws upon a life-long experience. Mr. Freer uses short sentences. Comes straight to the point and crams his pages with facts of golden value to everyone interested in advertising. Practical advice is here on *all* your difficulties.

Effective Writing.
Business English.
Appealing to Men and to Women.
Analysing the Copy.
On Finding Inspiration.
Making the Lay-Out.
Booklet and Catalogue Making.
Writing Sales-Letters.
Suggestion in Advertising.
Salesmanship.
Creating Desire.
Association of Ideas.
The Power of Repetition.
Utilizing the Reader's Memory.
The Direct Command.
Business Imagination.
Analysing the Proposition.
Planning Campaign.
The Advertising Manager's Responsibilities.
Making Things Easy to Buy.
Keeping Records and Statistics.
The Power of Honesty.
Advertising to Children.
Retail Store Advertising.
Mail Order Advertising.
Window Dressing.
Bargain Sales.
Department Store Advertising.
Poster Advertising.
Making a Living in Advertising.
Financial Advertising.
Political Advertising.
Advertising by Film.

Also valuable information on Illustrating—Process Engraving—Stereotyping—Printing—Economics of Advertising—Agencies—List of Advertising Terms—Type Faces and Borders—and a series of 43 Lessons on Advertising, comprising a valuable free course of instruction.

One week FREE

Mr. CHAS. C. KNIGHTS, the well-known Consultant, writes:—

"A work which one can safely recommend to the beginner as a book which contains the real 'meat.'"

Mr. F. G. LOWERY, of London, writes:—

"The book has proved of great value to me in my work and the knowledge I have gained from its pages has carried me far above my expectations in so short a time."

Mr. F. MORTON, of Manchester, writes:—

"Certainly all you claim and just a little more."

These are quite unsolicited letters; originals are open to inspection, among others equally enthusiastic. THE ADVERTISER'S WEEKLY itself has said: "Is as complete a Course in advertising as we have seen."

You take most books on trust, this one is sent for ONE WEEK FREE. Fill in this form! It commits you to nothing. Delay will mean waiting while others are served!

TO THE LIBRARY PRESS, LIMITED, 7
10, Minerva House,
Southwark Street, S.E. 1.

Please send me "Inner Side of Advertising" for one week's free test. If I do not like it, I will return in your packing on 8th day after receipt. If satisfied, I will pay 6/- on 8th day and 5/- per month for 4 months (or 25/- cash).

Signature

Address

Age.....If Householder



At the Hub of Industrial Wealth
Daily Dispatch
EVENING CHRONICLE





"If a man can make a better coat than his neighbour, 'tho he build his shop in the woods there will be a beaten path to his door."

— R. W. Emerson.

But there are so many making "better" coats that the wood is a network of paths.

A Guide is necessary.

A Guide who will explain the why and the wherefore in such an interesting way that the distance to your shop is not noticed.

SCIENTIFIC PUBLICITY

(Propr. : W. DAGG),

"OBSERVER" CHAMBERS,

HUDDERSFIELD.



CURRENT ADVERTISING

**Notes of New Business Going Out:
New Advertising Now Appearing in
the Press and on the Hoardings**

C. Mitchell & Co., Ltd., have issued new instructions for Cuticura Soap.

Milton Agency, Ltd., are handling a scheme for the Merrie England Lawn Tennis Racket.

Hazell Advertising Service is booking space in general media for Adana.

Samson Clark & Co., Ltd., have increased advertising for Papier Poudre.

Press Publications, Ltd., are placing business for United Glass Bottle Manufacturers.

Crossley & Co., Ltd., have recommenced giving out for John Morgan Richards & Sons.

E. W. Barney, Ltd., have been booking large spaces for John Craven Burleigh and for Sandow Institute.

T. B. Browne, Ltd., have increased advertising for Bird's Custard and have considerable business in hand for Brown & Polson's Corn Flour.

J. Steel (Sheffield) is handling business for Neverbend Spades and placing in gardening journals.

Brockie, Haslam & Co. have commenced a scheme for Blue Cross Laying Meal.

Brandis-Davis Agency, Ltd., have increased newspaper advertising for Ciefa and "Everyday Chronic Maladies."

Barker, Drabble & Co. have recommenced advertising for Fitzpatrick Captain Cycles and Chivers' Carpet Soap.

A. Bernard has been giving out for Kiwi Boot Polish.

W. S. Crawford, Ltd., have extended advertising for Lovell's Toffee Rex and been booking for Rudge Motor-cycles.

Smith's Agency, Ltd., have increased business for Pond's Vanishing and Cold Creams, for Allinson's Bread and Flour, and for Force.

Meerloo Publicity Service, Ltd., have been handling considerable advertising for Naylor's Paints and Varnishes.

London Press Exchange, Ltd., have business in hand for Paige Jowett Cars.

Fredk. E. Potter, Ltd., have been placing large spaces for Pelman Institute and for Suchard's Chocolate.

T. C. Bench, Ltd., are again booking for Pneumatic Foot Arch Support and increasing for Junofloris.

Alfred Pemberton, Ltd., have business in hand for Clyno Motor Cars, Blue Goose Grape Fruit and are again doing Cantilever Shoes.

C. Vernon & Sons, Ltd., have extended advertising for Phat-Pheet Shoes.

Kenny's Advertising Agency, Dublin, are giving out new business for Holiday Soap on behalf of John Barrington & Sons, Ltd., Dublin, and are also issuing increased business for Pratt's Motor Spirit in the Irish Free State.

Barker, Drabble & Co. have given instructions for van advertising in London for Fletcher's Tomato Sauce.

S. D. Toon & Heath, Ltd. (Birmingham) have been giving out for the Wesleyan and General Assurance Society.

Wilkes Bros. & Greenwood, Ltd., have commenced a new appropriation for Lena Lastik Underwear.

D. C. Cuthbertson & Co., Ltd. (Glasgow) are handling a Northern scheme for George Younger's Alloa Ales.

Dorland Agency are placing fresh business for Mappin and Webb in illustrated weeklies, and for Cyanogas in agricultural and gardening papers.

The Lawson E. Trout Agency (Birmingham) have again been entrusted with the advertising and exploitation of the Annual League of Nations Fete which takes place in Birmingham on May 29.

*if its
process*

Retouching

ring

Central 4682

C.D.LAWSON & CO.,LTP
VICTORIA STUDIOS:
19-20,FETTER LANE,E.C.

The Line Block in Trade Paper Advertising

by Hugh M. Goody

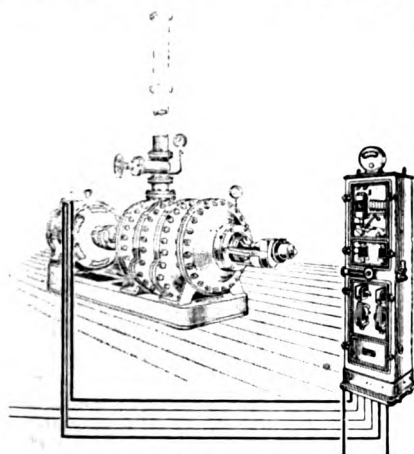
THE trade paper advertiser is usually in the position of the expert advertising to those who are only a little less expert than himself. The "prospect," moreover, is buying in his business capacity, and does his best to steer clear of those whims and personal caprices which we all, to some extent, allow to influence us in our private purchases. Trade paper advertising is, therefore, very much a question of facts and figures. Imagination has very little place in

It must be admitted, of course, that if sheer realism is the only goal this argument is perfectly sound. True, we have overlooked the very important question of re-touching which even the most "realistic" advertiser must know can turn any photograph into a mere effort of the imagination. Still, on the whole, the half-tone block is the most realistic method of illustration and will probably remain so for some time. Any departure from it must necessarily mean some loss of realistic effect, and the only question at issue is whether there is any corresponding gain which will make the loss worth while, which I submit that there is.

In what follows I am, of course, referring solely to trade paper advertising, and particularly to advertising in the technical and engineering papers. Other classes of advertiser have long since realised the value of the line block. They have explored its possibilities to the limit, and have even gone beyond it to the stage when it is realised that, in the hands of an artist the camera can become a thoroughly flexible medium of artistic expression, and not merely an instrument of precision. This has led to the fuller utilisation of the half-tone block, but the trade paper advertiser has not travelled very far along this road, and may with advantage consider some of the advantages and some of the possibilities of the line block.

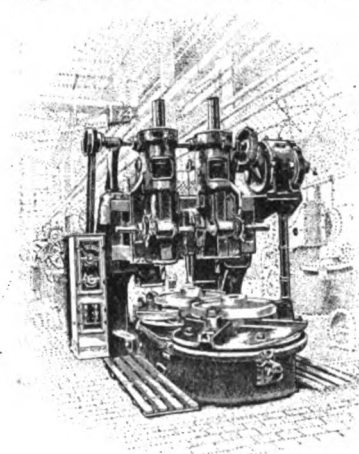
First of all, then, the cost of the line block is about half that of the half-tone. True there is the cost of the drawing, but in many cases this will not exceed the cost of retouching a photograph for a half-tone block. On the score of cost, then, the advantage lies with the line block. Further, it will print satisfactorily in any periodical, no matter what quality of paper may be employed. The result that has been paid for is the result that will be obtained. It is not, as is so often the case with the

half-tone block, a matter of chance. More important, however, than either of these advantages is the fact that the artist can introduce some imagination into his drawing and even in technical advertising a little imagination has its value. He can soften or obliterate irrelevant details, emphasise the more important facts, create an atmosphere which was not present in the photograph which might have been used, and generally lead your mind along his own line of thought. Such a drawing becomes a



Mechanical tint used to screen out a portion of the drawing

it, and we see at once one reason for the prevailing use of the half-tone block. The trade paper advertiser, and particularly the engineering advertiser, feels that he wants to illustrate his product and his product alone. He does not want to picture it in ideal surroundings or to suggest pictorially its possible uses and advantages. He proceeds, then, to argue that the camera cannot lie (a fallacy, but no matter), and that block-making is a mechanical process, and that, therefore, for his particular purpose the half-tone block is the only, or at any rate the best method of illustration.



Drawing on a special scraper board with prepared black lined surface; background in hand stipple

pictorial salesman, rather than a mere record of fact. Something of realism is lost, but something else is gained. How much of realism is lost will depend upon the artist, upon the type of line drawing employed and other factors, so that it may be worth while for the trade paper advertiser to know something of ways and means in relation to the production of line blocks.

We have, in the first place, the ordinary "open line" drawing giving few details and a very small range of tones. Such a drawing is useful for many purposes, but it is somewhat

Does it pay for itself— your printing ?

ALL printed matter is intended to further and improve business. This applies to office stationery as much as to catalogues and circulars, because business printing should simplify office routine and make business more profitable by reducing handling costs.

Every piece of printed matter should justify itself by performing a service worth at least its cost. Printing which is directly associated with business getting (catalogues, circulars, folders, etc.) should pay for itself and leave a handsome margin of profit as well.

Hotspur Printing is designed to pay those who buy it. It is an investment with a yield. Every piece of printed matter produced at the Hotspur Press is an individual salesman. Know more about it. Write to:

**PERCY
Brothers Ltd.**
The Hotspur Press
MANCHESTER

Telephone: Central 6834/5.
Telegrams: "Hotspur, Manchester."

London Office:
170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagant, Fleet, London."

flat, and makes no pretence to realism. Where it is a presentation of the actual product, say a piece of machinery, it may be very conveniently produced in the following way. The drawing is made in indian ink upon an actual photograph of the apparatus. The photographic image is then bleached out chemically,



*Line drawing with mechanical tint
on the book and hand splatter work
on the sleeve*

leaving the Indian ink lines on a white ground. A little touching up, and your drawing is ready for the block maker. A suitable bleaching solution consists of a mixture of one part of (a) 4 oz. Potassium Ferrocyanide to 20 oz. water, and two parts of (b) 4 oz. hypo to 20 oz. water. A somewhat freer effect is obtained by the use of charcoal on a rough surfaced paper. It is not impossible to obtain a photographic print on a rough surfaced paper and to use the bleaching process just mentioned. It is better, however, to make a copy of the photograph in charcoal upon a proper charcoal paper. The charcoal process, whether from a photograph or otherwise, gives a much greater range of tones than are obtainable with an ordinary open line drawing.

An alternative to these methods is the fine line drawing, where there is much fine pen work giving a comparatively wide range of tones. This process has the advantage over a charcoal drawing that very little is lost in reproduction. With the charcoal drawing, on the other hand, even with careful handling, there is apt to be a grey tone in places which will either reproduce as black or else be lost altogether.

A variant upon the fine line drawing—and a very pleasing one—can be made by means of hand stippling.

Fine line work and hand stippling, however, are somewhat laborious processes and apt to be expensive, and many methods have been evolved whereby similar effects may be obtained by quicker methods. One of these methods is the "mechanical tint." This is added by the engraver in the course of block making. A large number of mechanical tints are stocked by all up-to-date engravers, and it is only necessary to obtain a chart of these and indicate which are required, and upon which parts of the drawing. Such indications may be added to the drawing in blue pencil which will not reproduce. These mechanical tints or stipples are somewhat stiff, but they form a very useful alternative to hand work. If they are to be used effectively, however, close collaboration is necessary between the artist and the block maker.

Another alternative is the scraper board, a card with a heavy coating of clay. This may be drawn upon in ink, and the ink afterwards scraped away, leaving a clean surface. The advantage is that it is possible to work either in black upon a white surface or in white (by means of a knife) upon a black surface previously inked, thereby giving great flexibility and a wide range of tones. It is also possible, by working entirely with the knife upon a blacked surface to reproduce very effectively the crudity of a woodcut.

Special scraper boards are, however, made with a variety of embossed dots and lines and with black dots and lines printed upon them. These methods offer an alternative to the hand stipple work already mentioned. The effect is perhaps a little more mechanical than the hand stipple, but the method is vastly quicker. In the case of the embossed dots and lines, the boards are worked upon with a charcoal pencil and the effect obtained is not unlike a coarse screen half-tone, except that there is a limited number of tones instead of an infinite gradation of tones as in a half-tone block. In the case of the printed dots and lines, the boards are worked upon in ink. Very similar effects are obtained, and the actual type of scraper board employed for any particular drawing is chosen to suit the subject and to minimise the labour of drawing.

While these notes and the corresponding illustrations do not by any means cover the whole of the ground, it will be seen that the line process offers considerable flexibility and no little scope for expressing either the manufacturer's or the artist's individuality. It will be seen, too, that by means of one or other of the methods outlined above, the line block can be given a considerable measure of realism. One word of warning, however, is necessary. If the line block is to prove a really useful alternative to the half-tone, do not be afraid to employ an artist, and to pay him a reasonable fee.

CAN THE PUBLIC BE BROUGHT TO BUY BOOKS?

Weakness in Advertising and Salesmanship Keeps Down Circulation

By Roland South

SOMEONE has said that this is an age when literature is unread and journalism is unreadable. Unreadable or not, the newspapers are eagerly bought while books in great number are only taken from the shelves of the lending library. This in spite of the fact that never in the history of the world have so many books been produced. One naturally asks why should ephemeral printed matter sell with such apparent ease while money for that of more permanent character proves difficult to find and is spent with such obvious reluctance.

An examination of the methods used by the successful newspapers to increase sales is hardly likely to be of value to one who would sell books since, except that they are both printed matter, the newspaper and the book have little in common. The price of the newspaper which appears in fresh form every day is but a penny or two, while books may cost anything from a shilling to ten guineas or more, and the history of most is that of one edition only.

Limited Appropriations

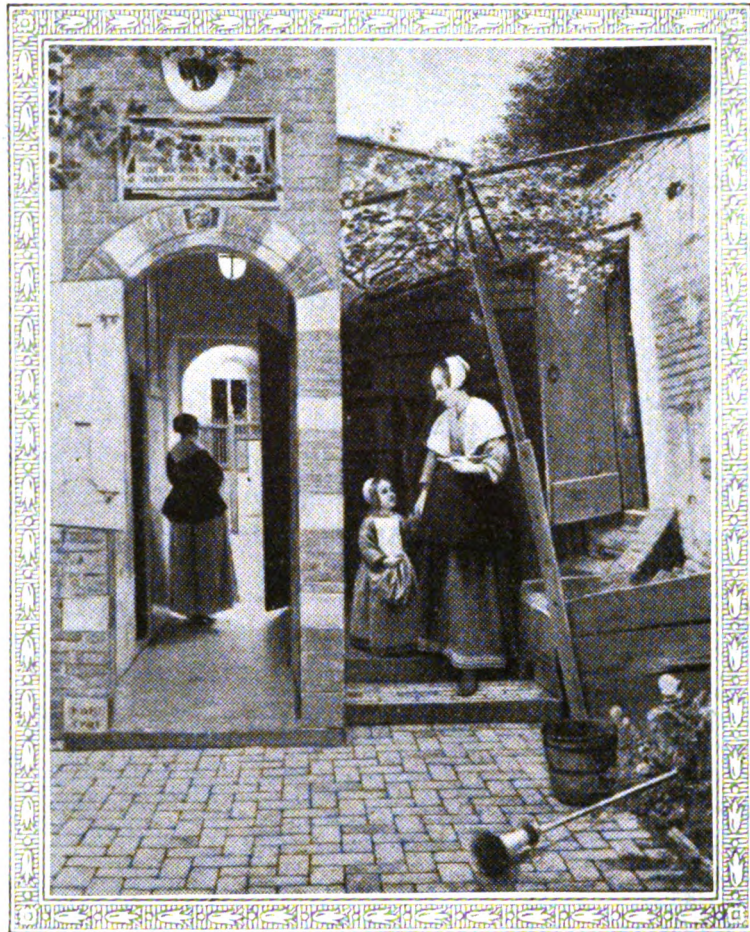
The newspaper owner has financial resources to which those of the publisher are in no way comparable and, in consequence, the former is able to make use of all forms of publicity, while individual publishers and booksellers are severely limited in the amount of money available for advertising, and the methods they employ to extend their clientele must, to a large extent, be governed by their cost.

It is by no means certain that either book publishers or booksellers look upon modern advertising with a favourable eye but, assuming that they do, a scheme of co-operative advertising naturally suggests itself, and, indeed if books are ever to be sold in a manner different from that which obtains to-day, co-operation seems inevitable. This was recognised a year ago when the Society of Bookmen proposed to collect a publicity fund of £10,000.

Encouragement and much free publicity would be given by those occupational groups directly affected, e.g., printers, papermakers, binders and, most important of all, by schools and educational authorities generally. Authors and educationists whose sympathies would readily be obtained could enormously encourage the reading habit by their writings and lectures. Even wireless and the kinema, which in themselves might seem inimical to the habit of reading, have introduced literary masterpieces to great numbers of the non-reading public and the possibilities of development in these directions are limitless.

Perhaps it is because book publishing is, ordinarily, not a very profitable business and because, as it would seem, many publishers are indifferent to the commercial results of their enterprises that current book advertising is carried out as though the whole world were bibliographically minded.

Press advertisements of books appear almost exclusively in literary journals and in the literary pages of the newspapers. This, while very excellent and necessary, is only the equivalent of advertising exclusively in the trade Press and, indeed, the advertisements themselves are set as though they were intended to be read only by the bookdealer or the person who



Dutch Courtyard

by Peter de Hooch.

85-SCREEN HALF-TONE.

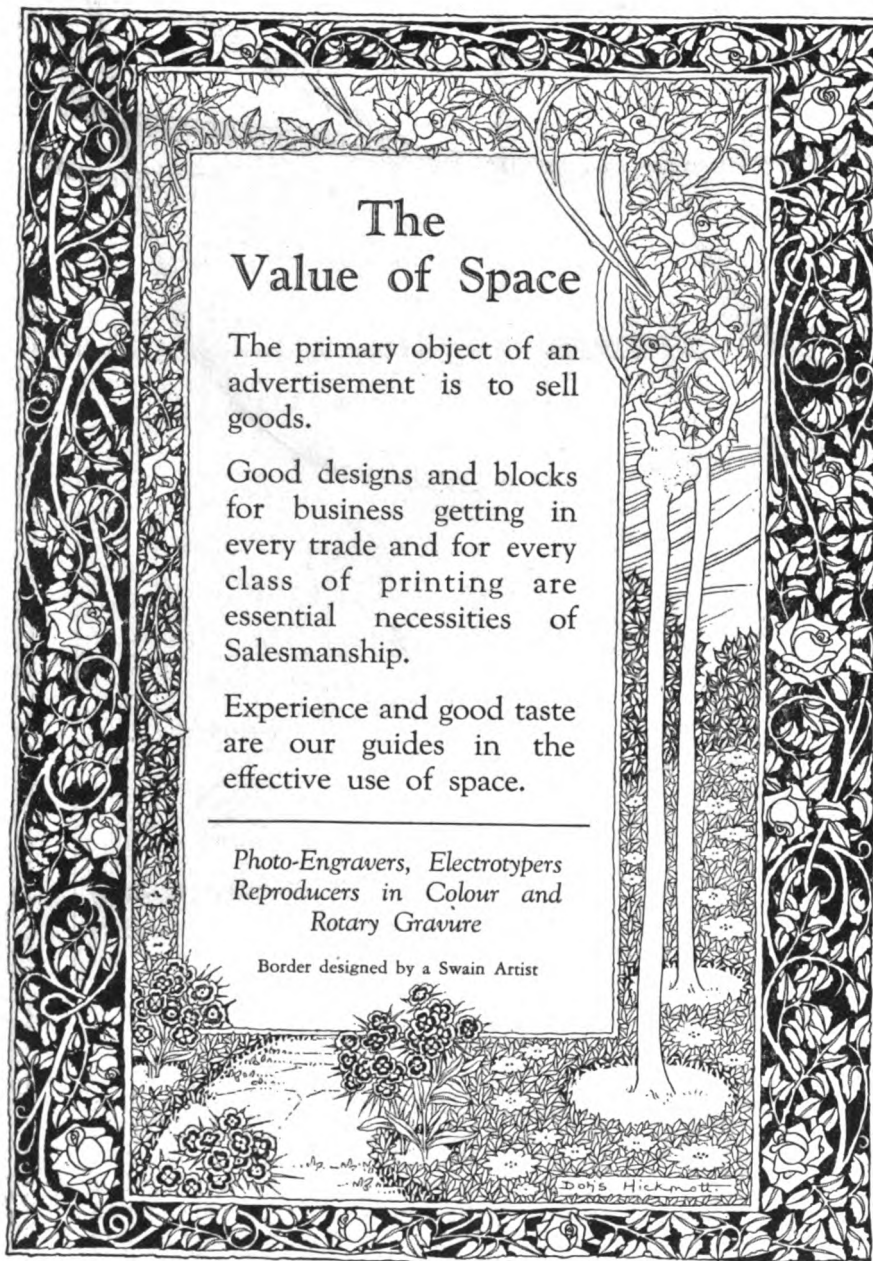


THE HALF-TONE, in its ability to reproduce the most minute detail, is a most powerful aid to advertising. Unfortunately, the finest Half-Tone engraving can be spoilt when incorrectly used, and one of the most common errors is to suppose that correct screen doesn't matter so long as the paper is surfaced. There is a screen suitable for almost every paper chosen for Half-Tone printing, and failure to appreciate this leads to much disappointment when the printing comes home. Before ordering the Half-Tones for your printing, if you don't know the correct screen to use, show us a sample of the paper, and we will make Half-Tones to suit its surface. Start right with the proper screen, and you help to ensure a good final printing. Look upon us as partners in the production of your Printed Salesmanship—always ready to advise, and determined to produce the finest plates for you.



THE NICKELOID ELECTROTYPE
CO., LTD.,

10 NEW STREET HILL, LONDON, E.C. 4.



The Value of Space

The primary object of an advertisement is to sell goods.

Good designs and blocks for business getting in every trade and for every class of printing are essential necessities of Salesmanship.

Experience and good taste are our guides in the effective use of space.

Photo-Engravers, Electrotypers
Reproducers in Colour and
Rotary Gravure

Border designed by a Swain Artist

Doris Hickmott

JOHN SWAIN & SON, LIMITED

89 - 92 SHOE LANE, LONDON, E.C.4

GLASGOW - 332 Argyle St.
MANCHESTER 10 New Brown St.
Telephone: CENTRAL 9333 (5 lines).

Works: BARNET

BRISTOL 43 Broad St.
PARIS - 34 Bd des Italiens
Telegrams: "ISOCHROMATIC, LONDON."

Use the
WOMAN'S MAGAZINE
and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

Telegrams: Tracts, Fleet, London.
Telephone: Central 8428-8429.

already has quite a definite interest in books. Some of them even give the impression of having been inserted with the thought of establishing and maintaining a friendly spirit between the paper and the publisher.

There is hardly ever, in these announcements, a phrase which would stimulate desire in the heart of the person who ordinarily does not read, but rarely a setting which does not suggest merely a page from a catalogue. Now the greater part of the public is ill supplied with books, and advertising in this manner is not calculated to alter that fact.

Mr. Thomas Russell has told us how, in the masterly Press advertisements which marked the campaign to sell the Encyclopaedia Britannica, the desirability of possessing the work was stressed over and over again. Interesting facts about the contributors and about the technical details concerning the production of the volumes were given in an interesting way, and a £1,000 scholarship competition was used as a means of inducing people to make use of the Encyclopaedia. The result was that many thousands of this expensive work were sold even without the co-operation of the bookdealers.

But in a scheme of co-operative publicity for the encouragement of reading, that is the selling of many separate volumes to many groups of the public, the bookseller would, of course, play a very important part, since any book in print can be ordered through any bookseller, and the sales of some books in certain neighbourhoods can be influenced by the opinion of the worth of that book as expressed by the bookseller and his assistants. Not much help in this direction can be expected, however, for at the present time the ancient and interesting business of selling books in shops does not attract men who are likely to be good salesmen in the sense that term is used in advertising circles. It is an unfortunate fact that booksellers' assistants are not greatly encouraged to read and thus to know intimately what they are selling, and, further, the remuneration which booksellers are able to offer their assistants is such that the best type of man and woman cannot ordinarily be induced to embrace the calling.

It will be seen that, while it is very desirable that more books should be sold, those who undertake a "buy more books" campaign will have at the outset to contend with certain difficulties in the attitude of mind of those responsible for the production and distribution of literature. These difficulties will not be swept aside by an oft repeated injunction to the public to "buy a book a week," since that is a mere appeal to the collecting impulse—it is not even selling a title—and, in consequence, its appeal will leave untouched that large number of potential readers who could be stimulated by the promise to open up for them new realms of thought. Christopher Morley supplied a hint when he wrote:—

"When you sell a man a book you don't sell him just 12 ozs. of paper and ink and glue—you sell him a whole new life."

The British Imperial Calendar and Civil Service List for 1926 has just been published by H.M. Stationery Office at 5s. net. It contains a full list of all the public departments in England, Scotland and Northern Ireland, an alphabetical list of officers and an index to departments and sub-departments.

WHAT THE CLUBS ARE DOING—(Cont. from p. 76)

Cardiff—"On-to-Blackpool" Committee Busy

The Publicity Club of Cardiff have formed the following "On-to-Blackpool" committee: Mr. W. Watson Pairman, Mr. Justin McCarthy, Mr. A. Hauser, Mr. Tom Sanders, Mr. M. L. Bateman, Mr. G. G. Napier and Mr. T. W. Dockett Smith, the hon. secretary. At the luncheon meeting of the club last Tuesday, Mr. Andrew Milne went down from town to speak on the Blackpool and Philadelphia Conventions. The "On-to-Blackpool" committee are getting busy to secure a big delegation at the Convention.

Bradford—Ten Members Already Registered

No definite plans have been arranged with regard to the Blackpool Convention. The majority of the members are retailers and are not well able to attend the Convention, but already 10 members have registered, and within the next few days it is quite likely that a good number will send forward their forms. One difficulty that has been remarked upon is the lack of publicity that the Convention has received in the local Press. Little or no publicity—except correspondence—has appeared, and Philadelphia has received the lion's share.

Birmingham—At Least Twelve Members Attending

About twelve members of the Birmingham Club have registered, including four members of the committee. It is probable, the hon. secretary, Mr. J. A. Stead, says, that there are a number of other members who are waiting until the last moment to decide. The club is pushing the Convention with zeal at all its meetings.

Cambridge—No Delegation at Present

The club is at present unable to send a delegation to Blackpool. Mr. C. G. M. Hatfield, the hon. secretary, states that, since the club is a very new one there are not sufficient members who have the time available. They are shortly holding a large meeting, and it is hoped by the time of next year's Convention to be in a position to take part.

I.S.B.A.—Northern Members to Give Full Support

At a meeting of the Northern Executive and members of the Incorporated Society of British Advertisers, held at the Midland Hotel, Manchester, on Thursday, on the motion of the chairman, Mr. W. H. Hartley, supported by Sir William Veno, it was decided to give full co-operation in the Blackpool Convention and the society's departmental session. Arrangements in hand should ensure a very successful meeting of the national advertisers participating in the Convention.

Publicity Club of London—Half of the "Blackpool 200" Secured

The club is making big strides in its



TO USERS OF FINE TYPESETTING

Messrs. Cooper & Budd, Ltd., *The Printers*, of Peckham, have now ready in a limited edition a specimen book of another classic type face appealing especially to users of fine Brochures, Booklets, and other good typesetting
A copy will be sent post free and without obligation to responsible

executives applying on business paper



COOPER & BUDD, LIMITED
The Printers

McDERMOTT RD., PECKHAM, S.E.15

Telephone: New Cross 0302 (2 lines)

CONNOLLY

THE
MOTOR
ARTIST

Agents handling motor accounts have less harassing times when they put up motor art work that is accurate from the outset. Such work only the specialising artist can provide. That is Connolly, the man who draws cars with a motor draughtsman's understanding, and also folk with life in them.

H. Connolly

Telephone: Museum 3889.

4, Russell Chambers,
LONDON, W.C.1.

WHERE IS THAT BLOCK?

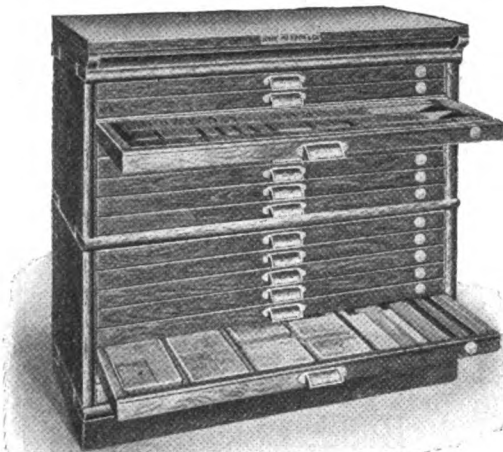


Illustration showing Two Sections. A Cabinet that grows with your requirements.

Systematize the storage of your Blocks by using our Sectional Cabinets specially designed for the purpose. Made in highly polished Oak.

Cabinets for all Trades.
Ask for Booklet "A.W."

Caxton Wood Turnery Co.,
11, Salisbury Square, London, E.C.4

INDIA
AFRICA
AUSTRALASIA
CANADA
FAR EAST
WEST INDIES
as well as
THE
UNITED
KINGDOM

For OVERSEAS ADVERTISING
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Norfolk House, Norfolk Street, LONDON, W.C.2.

Offset and Photo Offset—
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POSTERS and SHOWCARDS
and every kind of Line and Half-
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NO BLOCKS Required.

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Overseas Advertising

Over 80 years' experience available to you for
all branches of Indian and Colonial Advertising.
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Telephones: Central 8877
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THE REVIEW of REVIEWS

IS YOUR MEDIUM FOR REACHING
THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

REPRESENTATION—BIRMINGHAM & DISTRICT

Advertiser, some years experience outside for
leading London Agency, since employed as Adver-
tising Manager by several large Engineering Firms,
desires to represent technical or trade paper in
the Midlands. Good Commercial Photographer with
own apparatus; can prepare rough sketches, lay-
outs and copy for Advertisers. Would consider
commission terms. Box 55, "Advertiser's Weekly,"
66, Shoe Lane, E.C.4.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES

London Representatives: 150,000 daily

FREEMAN & CO., 3, Paternoster Row, E.C.4

endeavour to arrange for the largest
club delegation to Blackpool. A figure
approaching the first hundred of the
two hundred aimed at has been
reached.

On Thursday next at the "On-to-
Blackpool" luncheon to be held at the
Shaftesbury Hotel, top of St. Martin's
Lane, to which all members are cor-
dially invited with their friends, the
speaker will be Colonel Lawson.

These lunches have been held each
week to keep the members informed of
the progress that has been made, and
to keep them in touch with all the
latest arrangements for Blackpool.

At the Monday evening meetings at
the Hotel Cecil, there has been a large
board upon which members intending
to go to Blackpool have placed their
names. Against the names are
numbers, and the entrant has an
opportunity of winning one of the five-
pound notes given by Mr. Thornberry.
By these and other means, enthusiasm
has been aroused in the club.

Mr. John Armstrong is hon. secretary
of the "Blackpool 200" Committee.

HOW TO SELL IN CANADA

Useful advice on how and where to
sell goods of United Kingdom origin in
Canada was given to the Canadian As-
sociation of British Manufacturers at
Montreal by Mr. T. Purkis, a well-known
advertising consultant. Commercially,
he said, Canada could be divided into five
zones, each requiring distinct methods of
approach. The population of the mari-
time provinces was chiefly of British birth
or descent. Folk there were less ag-
gressive in their business methods than
those of other provinces, and strangers
attempting to do business with them
should establish connections through
houses in St. John and Halifax, as the
first method of gaining an entry.

At Quebec the use of French was
necessary, both by the salesman and on
wrappers. Eighty per cent. of Ontario's
population was of British birth or descent,
but American commercial and literary
influence was strong, and British manu-
facturers had to reckon with the competi-
tion of 480 American firms, which had
branch factories there. The prairie
provinces were good markets, and British
Columbia had always been a fruitful field
for Old Country trade, but there was con-
siderable scope for development. "If
Great Britain determines to keep her goods
before the public, continues to give
quality, and will carefully study the
markets, there is no reason why she
should not get her full share of available
business throughout the Dominion,"
concluded Mr. Purkis.

Advertising for Women

"The day is not far distant when the
publicity side of many enterprises will be
left solely, or in part, under the direction
of capable women." This view was
expressed by Miss Louise Coury, editor
of the Woman's Pages of the *Liverpool
Daily Courier* and the *Evening Express*, in
a wireless talk last week on "Advertising
as a Woman's Career." Women were
born with the advertising sense. From
the early days of human history their
ability to "tell the tale" has been one
of their most marked characteristics. As
a career for educated women, and judged
from the standpoint of salary, advertising
stood alone.

The Advertiser's Weekly

4^D A COPY
20 a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



The Secrets of Successful Advertising

□ □ □

1. PUNCH in your Advertisements
2. Your Advertisements in "PUNCH"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, Fleet Street, London
E.C. 4

reasons why !

You should advertise in the "News."



*Columns of advertisements for the
3 months, Jan., Feb., March.*

1924	-	-	-	-	-	2655
1925	-	-	-	-	-	2808
1926	-	-	-	-	-	3091

**"The
demand for
our space
keeps on
increasing."**

EDINBURGH EVENING NEWS

Our New Number
GERRARD
9237
(Private Branch Exchange)
IMPERIAL
ADVERTISING AGENCY
F. J. McGloin, Controller.
 Walter House, Bedford Street,
 Strand, London, W.C.2.

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

Our New Number
GERRARD
9237
(Private Branch Exchange)
IMPERIAL
ADVERTISING AGENCY
F. J. McGloin, Controller.
 Walter House, Bedford Street,
 Strand, London, W.C.2.

Vol. 50

FRIDAY, APRIL 23, 1926

No. 674

The Week in Advertising

What May Follow the Blackpool Convention—The Value of the Programme—Airways and Commerce

DETAILS of the programme of work for the delegates at the Second British Advertising Convention at Blackpool next week have been issued earlier than was the case with the Harrogate programme. For one thing, there is experience at the headquarters of the Advertising Association, garnered from the work done last year, which has smoothed the path for this year's preparations.

The earlier issue of these details must have its effect on the attendance. Many people who have been hesitating about attendance will find in the list of subjects to be discussed some topics in which they take a particular interest, and about which they desire more information. That is to be obtained at Blackpool, and the hesitation is removed.

The work of the Programme Committee has not been easy this year. A high standard of interest and value was set by the papers read last year. The field was well covered. It must have seemed to many that Blackpool could only be an echo of Harrogate. Mr. P. C. Burton and his colleagues foresaw the danger of that, and there is, in consequence, a programme for this year that offers a wide range of fresh topics and fresh angles of view on the eternal topics. This is an aspect of the organisation of conventions which must always offer great difficulties to the promoters, but we have sufficient confidence in the fertility of idea—and, incidentally, the controversy—of the profession, to believe that new material of worth will be forthcoming at these gatherings for many years to come.

Great hopes are built on the Manufacturers' Session. The importance of it cannot be over-estimated, but we would utter one word of warning against any

exaggerated expectations. The manufacturers of Britain are by nature conservative. This is not a criticism. It is a mere statement of fact. The British nation is conservative by temperament and by generations of inherited tradition. It is not to be expected, therefore, that one or two Convention gatherings, however well organised, however fervently addressed, will alter the outlook of the whole manufacturing community. There will

be, at first, a gradual, almost imperceptible move. Then to the missionary work of the Conventions will be added the force of successful example. And thereafter we may look for a widespread adoption of the methods of marketing which pioneer firms are already proving and improving, methods based on advanced practice, tempered by that restraint which is, much as it may be decried, one of the sterling characteristics of the British race.

The spread of the idea of advertising in Government circles—and by that we refer more especially to those permanent Governors of Britain, the Civil Servants—is shown again this year by the attendance at the Advertising Convention of an important delegate from the official world. Air Vice-Marshal Sir Sefton Brancker will speak, on behalf of the Air Ministry, at the opening session on the topic of "Commerce by Air." Means of communication are among the vital primary factors in distribution and marketing and the development of aerial transport is a question of first-rate importance. The official world has wisely seen that development of airways is bound up with the advance of advertising.

The Blackpool Convention gives promise of being a solid and serious success. It will enhance the importance of advertising in the eyes of the commercial world. It will advance the practical and theoretical knowledge of the practitioners of advertising. And, above all, it will show to the world at large that the men and women who are in advertising have a deep and abiding faith in the power of their profession, not to work miracles, but to benefit and to strengthen the whole nation in its struggle to win back that prosperity and plenty that marked the late nineteenth century.

THIS WEEK'S PAPER

Latest News about the Blackpool Convention

C.O.D. Should be Extended beyond Parcels Post—by Harold B. Pereira

Practical Experience with a wider Scheme in India

Mr. Murray Allison Talks on a Number of Things

Would it Pay to Type Form Letters Individually?—by Max Rittenberg

Another Thorny Point in Postal Publicity

Why the Monkey Disappeared

How a Famous Mascot Changed Educational into Reminder Copy

And All Regular Features

**Ad. News in Brief
 Club Notes and News
 Publication Notes and News
 Advertiser's Gazette
 Current Advertising
 We Hear, etc.**

**THE ADVERTISER'S WEEKLY,
 66, Shoe Lane, London, E.C.4**

617 Registrations for Blackpool



The Tower Ball Room at Blackpool where the main sessions will be held

More Delegates than ever for the Convention

Latest Details of the Programme—Speakers at the Press Representation Session

THE number of registrations for Blackpool up to Monday night was 617.

While this figure is well over that reached by the corresponding time last year, it is known that a large number of people who are determined to attend the Convention have not yet sent in their registrations. The available hotel accommodation is diminishing rapidly, and it is imperative that those who have not registered should do so at once.

Sir Herbert Morgan is announced as a speaker at the Opening Session in addition to Lord Derby, Sir Alfred Mond, Sir William Veno, Mr. C. K. Woodbridge, and Air Vice-Marshal Sir Sefton Brancker.

Speakers at the Manufacturers' Session on Monday afternoon, in addition to Sir Max Muspratt and Mr. A. M. Samuel, will be Mr. J. Sandeman Allen, M.P. (chairman of the Liverpool Chamber of Commerce), Mr. Edgar Osborne, Mr. Arthur Hitt, and Mr. G. W. Gough.

The subjects to be discussed at the Outdoor Publicity Session in the Tower Roof Garden on Monday afternoon will be:—

The Co-ordination of Poster and Press.

Why We Use the Hoardings.

Omnibus and Tramcar Advertising.

Illuminated Hoardings and Electrical Advertising.

An additional subject is announced for the Sales Management Session—"How Conventions Help the Sales Manager."

Mr. Alfred Langley, chairman of the Advertising Committee of the Federation of Master Printers, will open the Printing and Engraving Section at 10 a.m. on Tuesday, May 4, in the Tower Roof Garden.

The following addresses will be given:—

"How the Printer Can Help to Sell British Goods in Foreign Markets," Mr. J. A. Stembridge (vice-president, Federation of Master Printers).

"Modern Illustration and Art Reproduction," Mr. F. Waterhouse (chairman, Monotype Users' Association).

"Selling Punch in Direct Advertising," Mr. G. F. Storey (Advertising Committee, Federation of Master Printers).

"Photo-Engravings and their Use," Mr. H. Entwistle (Manchester Publicity Club).

"The Press and Direct Advertising," Capt. Charles Higham (Manchester Publicity Club).

"Better Printing," Mr. R. B. Simnett (vice-chairman, London Master Printers' Association).

"Style in Direct Mail Advertising," Mr. A. Chadwick (hon. treasurer, the Advertising Association).

Delegates who propose to attend the Press Representation Session at the Palace Italian Lounge on Tuesday, May 4, will be pleased to learn that Sir William Veno has consented to deliver a special address of welcome on this occasion. It will be a case, very largely, of welcoming old friends under new circumstances. For many

years advertisement managers and representatives have found Sir William not only approachable, but helpful, in the calls they have made on him in Manchester, and it is particularly fitting that now we meet together in Conference in Lancashire, he should be one of us.

The complete programme arranged is as follows:

Tuesday morning, May 4.
Italian Palace Lounge.

Mr. W. Nefydd Roberts, Chairman.

The National Magazine Co., Ltd.
Sir William Veno, special address of welcome.

"The Press Representative from a Provincial Agent's Viewpoint," Mr. D. C. Cuthbertson, of D. C. Cuthbertson Co., Ltd., Glasgow.

"The Compleat Angler" (with apologies to Izaak Walton), Mr. Sydney Walton, Director of the *Yorkshire Evening News*, the *Eastern Morning News* and the *Hull Evening News*.

"Notes from Nottingham," Mr. D. Eley, Advertisement Manager, Messrs. Boots, Ltd., Nottingham.

"Why this Session Interests Me," Sir Charles Starmer, Managing Director, *Westminster Gazette*, etc.

"One Hundred Per Cent. Representation," Mrs. T. G. Comerford, Director of the Milton Advertising Agency, London.

"The Indispensable Factor," Mr. F. W. Slaughter, Advertisement Manager, *Sheffield Independent*.

Sir Charles Starmer, who took the chair at this Session at Harrogate last year, has very kindly consented to speak at Blackpool.

An unusual and a very welcome item in this year's programme is the inclusion of a woman speaker. Previously the ladies attended to listen but not to speak, and now Mrs. T. G. Comerford has come forward to assist in achieving a hundred per cent. session.

The office of the Organising Committee is now at the Tower Building, Blackpool (telephone, Blackpool 1), and all communications for the organising secretary should be sent there instead of to Manchester.

A special announcement by Mr. W. H. Harford in connection with the Manufacturers' Session appears on page 126, where are also some details of the tours to important works offered to the delegates.

It is not too late to register—but very nearly. All registrations must be made in the next few days with the Secretary, Advertising Association, Sentinel House, Southampton Row, W.C.1.

Mr. Murray Allison Talks of a Number of Things

When Mr. Murray Allison talks on advertising, most of us want to listen. His essays represent the ripe thought of one of the most brilliant minds serving British marketing to-day. They have been collected and published* by Mr. Cecil Palmer this week. We feel that a few snatches from the text, by permission of the publisher, will be more interesting than anything we can say about the best propaganda for advertising yet published.

On Saturation Point

I HAVE before me three editions of the ladies' journal, *Vogue*—the British, American, and French editions. I have counted in one number of the English *Vogue* no less than 23 advertisers in this classification, occupying 8½ pages. The American *Vogue* carries 31 advertisers, occupying 21 pages, and the French *Vogue* carries 17 advertisers, occupying 10 pages. In each edition it is by far the largest advertising classification. This great volume of advertising in one single journal is now emanating from a source which was supposed to have reached "saturation point" two years ago!

"Saturation point" has . . . a negative meaning—a pessimistic suggestion. Its constant repetition and definite inclusion among our shibboleths can only tend to limit our imagination, dampen our enthusiasm, and retard our energy. The phrase should be abandoned; it is jargon.

On Posters

ON the particular hoarding of which I write, that in the Strand near Bush House, there are some forty bills. Excluding the really big posters and limiting these remarks to the sixteen-sheeters which form the great majority of the bills on the hoarding, the poster which possesses the greatest visibility is the Bass poster—a green border on a white background, and the word "Bass" in large block red letters. One of the best bills on the hoarding to-day is merely a piece of letterpress.

On the Advertising Agent

IN England it is almost impossible to discuss the ethics of advertising, apart from its strategy and tactics, without the question of the position of the advertising agency cropping up. The advertising agents themselves do not appear to be satisfied with the present position; the advertising controllers of the

newspapers are also not satisfied; nor is the advertiser. Without going into the details of these dissatisfactions, it may be said that, generally speaking, the status of the advertising agent in

'Saturation Point' has a negative meaning—a pessimistic suggestion..

The phrase should be abandoned.

It is jargon.

Great Britain needs definition, and that definition, if and when arrived at, must, for the credit of the whole business, be accepted by all parties.

On the Public-House

EVERYBODY knows Steven-son's line:

"The world is so full of a number of things."

Why not make the public-house the public picture gallery and show the people some of the things that the world is so full of? The material is inexhaustible. Here are a few suggestions—the method of reproduction may be set aside for a moment:

A series of English Cathedrals.

A series of the principal mountains of the British Empire—Ben Nevis, Snowdon, Kocciusko, Table Mountain, etc.

The great bridges of the Empire.

Typical scenes of overseas life: Sheep and cattle stations in Australia. Wheat-growing and the timber lands of Canada. Cotton-growing in Egypt. Big game hunting in Africa. Diagrammatic country maps.

A series of the masterpieces of Turner, Constable, Raeburn, Reynolds, etc.

Reproductions of portraits of famous Englishmen from the National Portrait Gallery.

On Slogans

I CONSIDER that a slogan to be effective must embody the following points:

1. It must apply to the article with which it is associated, either directly or by inference.
2. It must scan properly. It must possess rhythm, a swing, or lilt, whichever you prefer to call it.
3. There must be an operative word or words upon which the emphasis falls naturally.

If, in addition to embodying the three qualifications mentioned above, the slogan rhymes, all the better; if it is alliterative, all the better still; and if, finally, it embodies the name of the article, it should be a perfect slogan.

On Reach-me-downs

IT is astonishing that in England to-day it is impossible for a man to walk into a shop, ask by name for a ready-made suit of clothes, of which he knows the price, upon which he can depend, and walk out of the shop in five minutes with the suit upon his back.

The Americans are still our masters in some branches of advertising, and in this matter of ready-made clothing advertising especially. There are at least half a dozen well-known and heavily-advertised brands of ready-made clothing in that country, and it is impossible to find a town of any dimensions whatsoever where a man may not walk into a clothier's shop and in five minutes walk out again clothed in a suit of which he has no reason to be ashamed.

On the Middleman

I COULD go on for many pages giving instances of middlemen who should receive the blessings of the public and not their curses—but my real purpose is to deal with a certain type of middleman with whom, as I have said before, we could dispense and who "never would be missed." I mean the type of middleman—the wholesaler—whom the custom of trade and passage of time has placed in such a position that he is able to dictate terms of policy to manufacturers; who is able by his *apparent* (I italicise "apparent") strength to step in between the manufacturer and the retailer, the middleman who is known to all men interested in advertising by the generic term of "wholesaler."

He exists in all classifications, and the reason for his existence probably lies in the fact that he can carry a stock infinitely larger than the small retailer is able to accommodate. The fact that he makes a profit for carrying the stock and taking the financial risks which are always attendant upon his method of business cannot possibly be objected to, but when he takes advantage of his position to get a strangle-hold upon the manufacturers' output, and dictates prices and policy, especially the latter, to the manufacturer, I can only regard him as a monkey-wrench in the machinery of modern distribution, and the sooner he is eliminated the better.

*First Essays in Advertising. By J. Murray Allison (Cecil Palmer) 10s. 6d. net.

C.O.D. Can be Extended Beyond Parcels Post

Instalment Paying and Other Possible Developments—The Experience of India

By Harold B. Pereira

BY the manner in which the C.O.D. Post has been launched in England, it would appear that the postal people have rushed in and feared to tread at the same time, because they have confined the system to parcels only.

When this was mentioned to a certain advertising authority he expressed the view that the C.O.D. Post was being tried out in one method to test the country's likes on the matter in much the same way as an advertiser tries out a campaign in a restricted territory before embarking on nation-wide publicity. However that may be, looking at the C.O.D. in the light of an advertiser's experience in India, the writer considers the full benefit of the system to the business man and public alike will only be fully apparent when it includes all the postal rates—parcel, letter, book, sample, newspaper, etc.

A Useful Safeguard

The C.O.D. system has been in operation in India and other Dominions for a considerable number of years. In India it is known as the Value Payable Post, or V.P.P. for short, and is applicable to all the postage rates as mentioned above.

The public is completely safeguarded by the regulations forbidding anything being sent by V.P.P. unless it be asked for in writing by this method. In filling in the Post Office form the sender has to sign a declaration that the article posted has been asked for by the addressee in writing for transmission by V.P.P. (or C.O.D.).

The English forms do not contain this declaration and some sharpers have already got busy on the innocent public. Instances have already been publicly recorded.

Cheapness a Factor

The rates in India are much cheaper than here, although the distances covered in transmission are greater. Cheaper rates are an important factor in inducing more and more of the public to take advantage of a system; and comparatively high rates such as have been introduced here and the confining of the C.O.D. to parcel rates will not be of the greatest help to the advertiser. Let us take a few instances.

When goods are bought on the instalment plan in India, the instalments are very frequently collected by C.O.D. The customer fills in a form furnished by the manufacturer of the goods, requesting that the receipted bills be sent to the pur-

chaser on due dates by C.O.D. Payments are usually due monthly, so the postman calls and collects the instalments and everyone is happy. The receipted bill is sent by letter post (1d.) plus the C.O.D. charge. In India this is roughly 2d. for 30s. If this were worked in England at the present rates the postage on the letter would be 6d. and the minimum C.O.D. charge would be 4d., making a total of 10d. Suppose a retailer in London sold a bicycle on instalments for £5, of which £1 represents his gross profit. The collecting of twelve monthly instalments would cost him 10s., or half his gross profit.

When goods are sent by railway in India, the consignee cannot take delivery unless he produces the railway receipt which the consignor sends him (usually by post). The consignor frequently sends the railway receipt by C.O.D., confident that it will be a case of no cash no delivery, and by this means applies the C.O.D. system to heavy consignments.

When a newspaper's circulation department notifies a subscriber that his subscription is about to expire, the notification usually bears a blank requesting the first copy of the renewal period to be sent by C.O.D. for the full subscription. Here the newspaper rate, which is less than the letter rate, holds good with the C.O.D. rate as surcharge. Magazine and newspaper proprietors will appreciate the advantage of this, because many subscribers drop off through plain neglect, whereas an easy method of renewing a subscription would keep them on the live list almost indefinitely.

Effect on Prices

The C.O.D. sometimes has the effect of standardising prices in India. Overhead charges in some large towns are lower than in others, so standard goods can be sold cheaper in one town than in another. A few years ago a man in Allahabad wanted an alarm clock. A Madras department store catalogued one at Rs. 8.8, and a Calcutta department store sold theirs at Rs. 10.8. The postage and C.O.D. charge being the same all over the country, the Allahabad customer naturally favoured the Madras firm. When the Calcutta firm found business going past, it soon put prices right.

It often is not convenient for the customer to pay the postman when he calls. In India he can be asked to call again at weekly intervals up to twenty-one days after which the post office returns the article to the sender

if delivery has not been taken. There is no provision on the English forms for further calls from the postman.

The V.P.P. departments of the department stores in India are quite the largest in the establishments, often occupying an entire floor to themselves. The daily paying in of collections by the post office to the business houses is made by orders on the Treasury. These are not negotiable instruments, but can be collected by the firm's bank.

Paying In

There is really only one drawback in C.O.D. to the business house in India, and that is the paying in of collections by remote post offices in out-of-the-way districts. This drawback should never occur in England, for it must be remembered that India is twelve times the size of Great Britain, and to give one an idea of its size one has but to mention that it takes nearly two days by fast mail train to go from Calcutta to Bombay, or Madras or Lahore. A night's run of 350 miles is looked on as commuting distance. The long-distance collection has to be sent under special escort to the district post office for transmission to the sender. There might be several weeks lost in waiting for sufficient funds to accumulate to justify a special escort, and coupled with a possible twenty-one day call period, the business house often has large sums outstanding on which it is not drawing interest.

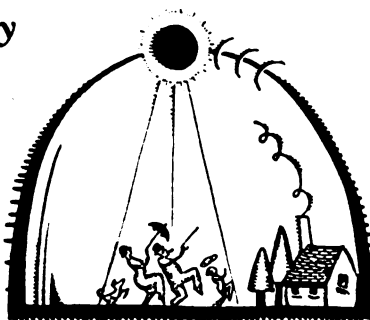
The postal authorities would do well to consult the ex-P.M.G. of India, who was present at the London Publicity Club's second October meeting. There must be endless information and statistics available from other Dominions besides India, and it is difficult to understand why the C.O.D. post in England is confined to the parcel rate only.

The C.O.D. or V.P.P. has been in operation between England and India for several years. About three years ago the writer wrote from India to a department store in Kensington for some aeroplane silk by C.O.D. They sent a sample cutting and replied that they had not yet started sending goods by C.O.D. The more remote and out-of-the-way a place is, the more the inhabitants hanker after goods from the large London stores. But the large London stores seemed then to be quite indifferent to the opportunity knocking at their doors. Yet there is a firm in the north of England which broadcasts a very nice little catalogue once a quarter all over India. Most people in London have never heard their name, but they have been doing a staggering overseas trade by C.O.D. for years.

Instead of retailers fearing the C.O.D. system as a possible obstruction to their business, if they adopted it in the right way they would prove for themselves that the C.O.D. opens up new avenues of business.

Happy as the day is long

Happy as the day is long is the woman whose housework is not burdensome. Good management—and Monkey Brand, are the secrets of many happy days. Monkey Brand takes the ache out of scrubbing. There's a Monkey Brand way for all cleaning jobs. Use it for the lino and floors, the woodwork and tiles. Try it on the pots and pans, the glass and cutlery. It's economical, too.



WON'T WASH CLOTHES

MONKEY BRAND MONKEY BRAND

M 227-51

BENJAMIN BROOKE & CO. LTD. M 222-104

BENJAMIN BROOKE & CO. LTD.

Why the Monkey Disappeared

New Monkey Brand Advertising—How a Mascot Turned Educational Copy into Reminder Copy

BEHIND the new advertising for Monkey Brand which has been appearing in the Press recently lies an interesting story of educational copy that gradually became reminder copy.

It will be remembered that for many years all advertising for this solid-cake cleanser contained the figure of the monkey, usually in evening dress. It was felt, sometime in 1925, that Monkey Brand advertising had developed into purely reminder copy. The figure of the monkey almost came under the category of a poster, and it was considered that familiarity with the figure of the monkey was making the public unlikely to read the copy. Since it was desired to press home certain definite merits contained in this cleanser it was arranged to make the copy as different as possible from that in which the monkey appeared. During 1925, therefore, a very homely series was run, emphasising the merits of the cake soap, and in 1926 it was agreed that this method should be pursued a little longer.

The series of six advertisements now running is entirely different from all the previous advertising of this product, but as soon as it is felt that this little advertising campaign has run sufficiently long, it is quite probable that the firm will revert to the old style of copy and the monkey in evening dress will once again appear to remind the public that, after all, this handy cake is an old favourite.

The changing of the style of copy in order to create an entirely new interest is not a novel plan, but one of the interesting points in this campaign was the resolve of those responsible for the advertising to create copy as different as possible from that which had already appeared. In this way it was evidently hoped that the public,

in the habit for so long of associating the monkey with the soap, would be intrigued and would read the points in the copy before they realised that it was their old friend in new clothing.

The Monkey Brand advertisements now appearing contain clever little pictures of various types. Happiness is the keynote of every piece of copy, and the headline of each of the series of six advertisements attracts attention by this means. "Singing Like a

Singing like a bird

Singing like a bird, she goes about her work! She is no drudge. Long ago she learned that Monkey Brand takes the ache out of scrubbing. Cleaning, scouring, scrubbing, polishing—Monkey Brand makes it so easy. Monkey Brand cleans paint-work, glassware, lino, cutlery, and everything about the house. Economical, too.



WON'T WASH CLOTHES

Bird," "Happy as a Lark," "Jolly as a Sandboy," and "Merry as a Grig" are good examples of these "happy" headlines. The copy continues to point out the happiness of the housewife who uses Monkey Brand because of the fact that it lightens her work, which becomes a pleasure instead of a drudgery. The old slogan, "Won't Wash Clothes" is retained.

It is anticipated that, when the public have been made to learn the chief advantages of this cake cleanser by means of the new copy, the return to the figure of the monkey in evening dress will provide more effective reminder copy than it did before the series commenced. The campaign thus serves a dual purpose and should have very gratifying results.

L. L.

Broadcast Advertisements

Dublin Station to send out Irish Publicity—£8,000 for Rooming Free State—"Objectionable" Literature

THAT it was expected that a sum of about £8,000 would be available for the purpose of advertising the attractions of the Irish Free State as a holiday resort was the fact which emerged from the annual meeting of the Irish Tourist Association (Inc.) held in Dublin last week.

It was stated at the Tourist Association meeting that something had already been done in the way of publicity by means of films and Press tours. Posters had already been accepted for display in Great Britain and U.S.A. It was hoped very soon to open central offices and an information bureau.

At a subsequent banquet President Cosgrave and the Ministers of Industry and Internal Affairs were present. The Association has the fullest support of the Government and the various public bodies throughout the country.

Broadcasting Advertisements

It was announced last week by the Dublin Broadcasting Station that arrangements are now being made for the broadcasting of advertisers' announcements in the course of the regular programme.

For the present the advertising will be confined to announcements of Irish enterprises, the idea being, it is stated, to help such enterprises rather than to open a new source of revenue. Nevertheless, that side of it will not be overlooked. The scheme favoured at present seems to be in

the direction of five-minute talks in story form, these being charged at the rate of £1 per minute. To some extent the talks—it is not anticipated that more than one or two will be given on any one night—will be interspersed through the programme. It is expected that the first broadcast advertisements will be issued from 2RN during the course of the present week.

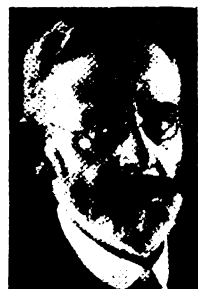
Press Censorship

The Irish Free State Government has appointed a Departmental Committee "to consider and report whether it is necessary or advisable in the interests of public morality to extend the existing powers of the State to prohibit or restrict the sale and circulation of printed matter." The Committee has already invited evidence. The inquiry has a direct interest for British publishers as it will cover the question of undesirable matter in advertisements in magazines distributed from Great Britain. Attention will be called to advertisements dealing with birth control and certain types of medicament, with the object of getting all printed matter containing such advertisements excluded from the Irish Free State. The British National Vigilance Committee is drawing the attention of all newspaper proprietors to the desirability of eliminating all possible objectionable advertising from their columns.

The Late Mr. R. Whitney

A Personal Appreciation
By H. Powell-Rees

WITH the passing of Reginald Whitney, Fleet Street has lost one of the most interesting of its personalities, and a very definite link between the old-style "advertising agency" and the modern "service agent" has snapped.



The Late
Mr. Whitney

When I was fortunate enough to secure his co-operation in the early days of my advertising activities in London, after his long association with Messrs. C. Mitchell and Co., Ltd., he brought into our new organisation many years of ripe experience and a knowledge of newspapers and their personnel as extensive and peculiar as Dick Swiveller's knowledge of the metropolis.

You could not mention any newspaper or periodical, even the least known country weekly, of which he could not tell you off-hand the history of its ownership, its political complexion, the width and length of its columns, its scale rate and its most confidential rate. He would further invest his general description of it with an atmosphere which would "place" it convincingly in your mind immediately.

His encyclopædic knowledge in the field which he had made his own played no small part in the rapid rise to favour which our new fashioned "service" agency enjoyed. During the following years Reginald Whitney's work won from my colleagues and myself an admiration and respect for his experience and abilities which entitled him to the valued place in our councils that he attained.

Soon after the outbreak of the war, the business of H. Powell Rees, Ltd., became amalgamated with the advertising agency of W. H. Smith and Son, and Reginald Whitney went over to the combined organisation, where he continued to render the same valuable services in the modest and unassuming manner which endeared him to everyone.

Not long after the cessation of the war the goodwill of the W. H. Smith and Son Advertising Agency was transferred to W. S. Crawford, Ltd., and once again Reginald Whitney followed the advertising accounts with which he had been identified for so long into their new quarters. Here he was soon at home, winning the appreciation and regard of his new colleagues in his own characteristic manner. Before long he had acquired a high place in the esteem of his new chief, not only for the extraordinary breadth and depth of his newspaper knowledge, but for his personality. An innate gentleness, a fine air of old-fashioned courtesy, and a faithfulness to his salt which was very obviously more than service bought and paid for by his employer, strongly attached him to his business associates. Through these qualities he quickly attained the trusted place in the confidential conferences of his new directors which he deservedly enjoyed until the day of his death.

On November 20 last he was seized

with an attack of bronchitis which laid him low. From this he never recovered, passing away on April 14.

He will be much missed in the Holborn organisation, and scores of newspaper men on Fleet Street and in the provinces, to whom he has been guide and philosopher, will also sadly miss and long remember the friend that Mr. Crawford, Mr. Carlyle and myself have so greatly esteemed.

The funeral of the late Mr. Whitney took place at New Southgate Cemetery on Monday. The first part of the service was held at St. Saviour's Church, Alexandra Park Road. In addition to the chief mourners, there were present many prominent in advertising, including:—

W. S. Crawford, A. E. Carlyle (Directors W. S. Crawford, Ltd.), Miss Murrell, W. E. Johnson, G. Cuming, H. A. Oughton, A. A. Carter, N. R. Martin, S. Lovell, J. Groves,

The Big Opportunity of Australia

A Wealthy Country that wants British Goods and can be Covered at Moderate Cost

"MANUFACTURERS are slow to realise the immense opportunities that Australia offers for British goods," said Mr. Arthur O. Richardson, a director of Messrs. Samson Clark and Co., Ltd., and examiner in advertising and salesmanship to the Royal Society of Arts, in an interview with a WEEKLY representative this week.

Mr. Richardson has just returned from Australia, where he has established a branch of the Samson Clark advertising service in Melbourne and booked a considerable amount of business.

During his visit he was impressed by the great feeling there is in favour of British manufactures. Foreign countries are, however, capturing a large portion of the market by their enterprising methods. Motor cars and pianos offer the greatest opportunities. Not more than 10 per cent. of the pianos in Australia are of British origin, and about 92 per cent. of the cars in the Commonwealth come from foreign countries—chiefly America. Those firms that are selling British cars are finding a big demand, on account of the preference for the British article.

Mr. Richardson pointed out that the wonderful prosperity of Australia is not appreciated. The six million population has a spending power of over twelve million. For instance, the spending power of Sydney, with its million population, is at least twice that of Glasgow with a similar population.

The enterprise with which foreign goods are being marketed in Australia is illustrated by the fact that the Ford Company have erected a modern factory, and are spending £50,000 a year on advertising. America particularly realises the potentialities of Australia, and is sending her money and men to develop the market.

Mr. Richardson said that some of the Australian manufacturers were marketing their goods in this country with more ingenuity than we were using in the

G. Morell, F. Archer (staff W. S. Crawford, Ltd.); H. Powell-Rees; Major Vanden Heuvel; A. Taylor;

Matt Blythe (*Eastern Morning News*); Chas. Crane (*Leicester Mercury*); E. Greenwood (David Allen and Sons, Ltd.); S. C. Cox (*Western Daily Press*); W. Needham (Badoureau and Jones, Ltd.); H. E. Popham (*Nottingham Guardian*); F. Paul; J. Owens, A. Hector (*Daily Chronicle*); E. J. Trash (Thos. Colman and Co.); R. Webber (*Western Mail*);

W. Goepel, Sen.; J. Goepel, Jnr. (Representing Sir William and Mr. Gomer Berry); H. Smale; H. J. King Potter (representing Mr. J. Murray Allison and Allied Newspapers, Ltd.); A. E. Smith; Arthur Pook (*Irish Times*); Willey; H. L. Lees (*The Scotsman*); H. G. Reeves, V. Millard (*Daily Telegraph*);

C. S. Millikin (Advertising Director Associated Newspapers, Ltd.); L. Hoey (*Daily Mail*); E. W. Folkes (President, Fleet Street Club); R. Fanstone (*Board of Trade Journal*); J. Hornsby (*Westminster Gazette*); J. Dodds (Odams Press, Ltd.); and F. G. Harradence (ADVERTISER'S WEEKLY).

Commonwealth. He mentioned such big campaigns as Preserver soap and Kiwi boot polish, and he also recalled the fact that the Australian Government is spending £100,000 a year for three years to advertise Australian products. The advertising expert is on his way over here in this connection.

"Advertising in Australia," said Mr. Richardson, "is exceedingly moderate in cost. Papers with a circulation of 100,000 to 200,000 have very low rates, and it is possible for a British manufacturer to cover the Commonwealth without incurring a great deal of expense. There are great possibilities for all sorts of products, and in the course of my stay in Australia I have gathered information on marketing out there for the benefit of any British manufacturers who wish to extend and cultivate the Australian market."

Mr. Richardson stated that, man for man, Australians buy 50 per cent. more British goods than the men of any other country. Last year over £89,000,000 (£12 per head of the population) was spent by Australians in the manufacturing districts of Great Britain. In rough figures each Australian family spent £1 per week in the United Kingdom.

An interesting development in connection with the Victorian Institute of Advertising is the formation of an examination bureau. Examinations are held and degrees conferred; the latter are proving of real use to the younger generation, and the system is resulting in improving the standard of advertising considerably.

While dealing with the Australian market, it is interesting to recall a statement of Mr. L. C. Amery recently, in which he said, "We know what an Anzac was worth to us in war-time, but in peace time, as a purchaser of what we make, one Anzac is worth 12 Frenchmen, 24 Americans, 24 Germans, 100 Chinese, and 600 Russians."

Ad. News in Brief

New Municipal Publicity—G.W.R.'s Advertising Offer—Death of Popular Canadian—The Pink Daffodils

New Appointment

Mr. C. Tennant Williams has been appointed manager of the Mayfair Advertising Service, 10, Dover Street, W.1.

Mr. Edsel Ford Here

Mr. Edsel Ford arrived in England this week in the Cunard liner *Aquilania*.

A Lever Wedding

Mr. C. G. A. Brown, of Lever Bros., Ltd., Advertising Department, was married on April 14 to Miss Winifred Greenwood, of Canford Cliffs, Bournemouth.

N.A.B.S. in Manchester

At the annual meeting of the Manchester branch of the National Advertising Benevolent Society on Friday last Mr. John Russell Scott was elected president in succession to Sir William Veno. Mr. S. T. Stephenson was re-elected chairman.

Mr. Osborne on Blackpool

The *Hull Evening News* on Friday published an article by Mr. Edgar Osborne, of Messrs. Osborne-Peacock & Co., Ltd., on the call of the Blackpool Convention.

Apples "Take the Field"

A full-page appeared in the *Daily Express* on Tuesday, devoted to the Australian apple campaign. The headline was "They're here from Australia," and the copy showed two of the Test Team using an Australian apple for fielding practice.

Aesop and the Cigarettes

The intensive warfare in the cigarette world has taken on a new aspect. Army Club advertising in the past week has been devoted to a series of tabloid versions of Aesop's Fables which are subtly chosen to suggest that other firms have been "borrowing plumes" from Army Club in which to dress themselves.

New Glasgow Address

From May 28 the new address of the J. Lyon Gillespie Advertising Service will be 54, Gordon Street, Glasgow, C.1.

Selling by Photography

An interesting folder has been produced by Messrs. Hobbs, Offen and Co., describing their commercial photography service. An illustration is given of one of the firm's operators, equipped with a motor bicycle and sidecar, which expedites the service considerably.

A Mistake That Was Not

A strange case of news helping to cover a mistake in an advertisement occurred recently. A design was made for a showcard for Phillips' Stickasoles and was intended to reproduce in dark green and yellow. Owing to a technical difficulty, however, pink had to be used instead of yellow. This made the daffodils pink instead of yellow. Of course, the flowers should have been altered, but this detail was overlooked. The day after the showcards were delivered descriptions of daffodils with pale pink trumpets exhibited at a R.H.S. show appeared in the papers and the advertisers' pink daffodils, instead of making the card wrong, actually made it ultra-up-to-date.

Way They're Made

The new Waverley cigarette advertisement this week contains a clever slogan—"They've made their way by the way they're made."

Does the Consumer Pay?

Dr. J. T. Dorrance, President of the Campbell Soup Company, in a recent address, stated that the cost of advertising on a single can of soup was seventeen one-hundredths of one per cent.



A neat name block for Ibach pianos

Pushing Plymouth

The advertising committee of the Plymouth Chamber of Commerce is preparing an illustrated booklet on a somewhat ambitious scale drawing attention to the advantages of Plymouth as a port and tourist centre. Ten thousand copies are to be distributed throughout the United States.

New Sky Signs?

It is stated that the projection of moving pictures against a smoke screen in the sky is to be attempted by Mr. Walter D'Arcy Ryan at Atlantic City. Mr. Ryan is chief of the illuminating laboratory of the General Electric Co., and is the originator of the famous lighting at the Niagara Falls.

Advertising Brighton

The Corporation of Brighton Publicity Committee, of which Mr. Henry D. Roberts is the director, has arranged a photographic competition to advertise Brighton. Both local and national interests have co-operated to provide a prize fund of £400. The competition remains open until September. Local companies and departments, such as the piers and aquarium, have earmarked parts of the prize money for the best photographs of their property.

G.W.R.'s Cash Offer

At the meeting of Fowey Town Council last week, Mr. F. A. Hobbs, a member of a local shipbroking firm, wrote expressing his surprise that the council had turned down the offer of the G.W.R. Company to pay 50 per cent. in respect of advertising the town, providing the council and tradespeople between them provided the other 50 per cent. If the Council would undertake an advertising scheme he offered to pay 10 per cent. of the council's proportion of 50 per cent. towards it. The matter was referred back for careful consideration.

A Bright Slogan

The new advertisement for Wisden's standard lawn tennis balls contains a very clever slogan—"Stands the Racket!"

New "Skipper" Poster

Mr. F. Hammersley Ball writes that the poster for "Skippers" reproduced on page 28 of the ADVERTISER'S WEEKLY for April 2, and somewhat adversely criticised by Mr. John G. Gray, was designed ten years ago, and does not at all represent his work to-day.

Simplicity and Richness

Clever use of bright coloured paper for covers, printed in black, makes the new travel booklets of the London and North Eastern Railway really distinctive. The ingenuity shown by the artist, Miss Frieda Lindstrom, in evolving a pattern which gives the appearance of richness to the simple process, is remarkable. Another holiday book issued by the same line is produced entirely by offset and the result, with vignettted drawings and photographs, is very attractive.

Ships for Philadelphia

The United States Lines inform delegates that owing to the damage caused by fire to the *America*, the boats available for the Philadelphia Convention will be the *Leviathan*, on June 1, and the *President Roosevelt*, on June 3.

Popular Canadian Dead

Colonel George Henry Ham, publicist, who was in the service of the Canadian Pacific Railway Company for 35 years, died last week. To travellers from Europe and the United States to Canada the Colonel was mentor and friend, being known as the "Official Greeter." Among newspaper men, to whose fraternity he belonged in former years, he was one of the most popular men in the Dominion.

Classes on Costing

The London School of Printing and Kindred Trades states that, as in former years, if sufficient applications are made, a special class will be held on Wednesday evenings during May and June, for the study of costing. This class is specially arranged for employers, managers and those holding executive positions in the printing industry. Those desirous of taking advantage of this course should make application for enrolment at the School, 61, Stamford Street, Blackfriars Road, S.E. 1.

A New Organisation

At a meeting of London and Suburban newspapers within a radius of 25 miles of Charing Cross, held at Anderton's Hotel, Fleet Street, on April 16, it was decided to form an association to be called the London and Home Counties Press. Mr. S. L. Soester, proprietor of several West London newspapers, was appointed president, Sir Chas. Morgan-Webb, C.I.E., chairman, and Mr. H. J. Mitchell, of the *Gravend Reporter*, honorary secretary. The temporary offices are at Evelyn House, 62, Oxford Street, W.1.

The new association will sell advertising space to its members at an inclusive rate and some of the more influential suburban papers are in the organisation.

Thorny Points in Postal Publicity

Would it Pay to Type Form Letters Individually?

By Max Rittenberg

THIS is a question frequently asked by firms who are not experienced in postal publicity. Assuming that they have a mailing list of 1,000 firms to whom they want to introduce their goods, shall they go on with the slow process of writing to them by individual letter, or shall they have the letter duplicated, matched-in, and shot out to the whole 1,000 within a day or two?

It has certainly been proved that the individual typewritten letter pulls better than the duplicated letter, even if the wording is precisely the same. But the question really resolves itself into whether the increased orders from individual letters would pay for the extra expense.

Take the case of 1,000 multigraphed letters, properly matched-in—the cost of this shot, “all in,” would come to about £7 per 1,000.

Here is the detailed reckoning:—

	£	s.	d.
Good quarto letterheading ..	1	10	0
Envelopes	0	12	0
Addressing envelopes by type-writer	0	17	6
Folding, enclosing and mailing	0	5	0
Stamps at ½d.	2	1	8
Multigraphing of letter	0	13	0
Matching in name and address	0	17	6
Facsimile signature	0	2	6
	£6	19	2

And here is an approximate costing for 1,000 one-page letters, individually

typed but not personally dictated, and sent under 1½d. postage:—

	£	s.	d.
Good quarto letterheadings ..	1	10	0
Envelopes	0	12	0
Addressing envelopes	0	17	6
Folding, enclosing and mailing	0	5	0
Stamps at 1½d.	6	5	0
Typing of letter—Assume them to be typed by routine typist at £2 per week—11d. per hour; and that she can go on steadily typing 6 per hour ..	*7	12	9
Signing of letter—Assume them to be signed by executive at £10 per week—4s. 7d. per hour; and that he can go on signing 300 per hour ..	0	15	3
Office overhead—rent, light, heating, etc., wear and tear of machines, ribbons, etc., for three weeks (say) ..	*2	0	0
	£19	17	6

* These two items total to £9 12s. 9d. for work carried out inside the firm. A facsimile letter house, asked to estimate for the unusual job of individual typing on 1,000 letters, quotes from 4d. to 5d. per letter, or £16 13s. 4d. to £20 16s. 8d. per 1,000.

The cost is therefore about 180 per cent. more than the duplicating method. Apart from the very great saving of time by using the latter, is it to be expected that extra orders will result which will compensate for the extra £12 18s. 4d. per 1,000 letters?

In ordinary large-scale circularisings—certainly not.

In cases where orders are not expected to amount to more than 2 per cent., and the value of the average order is small—certainly not.

But in special cases, where the order if obtained will amount to a substantial sum, or the connection is likely to be a valuable one—one can reasonably stop and consider.

Assume a probable reply and order from only 1 per cent. of the people addressed—i.e., 10 out of the 1,000. Assume that it would be well worth spending £2 apiece or more to get them “on the books of the firm.”

Then, if these 10 new customers could be secured for £19 17s. 6d.—under £2 apiece—it would be thoroughly worth while.

On the other hand, could they also be secured by the form letter process for £6 19s. 2d.? Or would the number of new customers be less in proportion to the expense of the shot—i.e., 3½ instead of 10?

If my personal estimate were asked, I should say that the difference in results would not be so huge as 3½ to 10. It runs counter to both reason and general experience. I should prefer to save that 180 per cent. of extra cost.

Effect of Advertising on Retail Staffs

Mr. Percy A. Best, managing director of Messrs. James Shoolbred & Co., Ltd., made some interesting remarks on advertising as it affects the sales staffs, at the opening of a conference of the heads of big stores in London on Monday.

Mr. Best said that business men do not realise the difference that Press advertising has made in their businesses. “To-day the whole-page advertisement is a common factor in advertising,” he continued. “That has increased the demands made upon our staffs and we must be very scientific in the way we teach them to increase their output to meet the greater volume of business brought to the stores by this new form of selling.”

Our exports to Holland last year were exceeded by only one other country.

These papers will sell your goods in Holland.

“Algemeen Handelsblad” (Amsterdam)
“Nieuwe Rotterdamsche Courant” (Rotterdam)
“Nieuwe Courant”-“Het Vaderland” (The Hague)
“Wereldkroniek” (Holland’s Leading Weekly)

**Representatives in the U.K.
 from whom rates and
 particulars can be secured**

THE OVERSEAS PUBLICITY & SERVICE AGENCY

**9 Quality Court, Chancery Lane
 LONDON, W.C.2.**

Manager - G.D. Young

Phone: -Holborn 5628 (Solely Publishers Representatives-Not Advertising Agents) Telegrams: -Egyptadco



THREE MONTHS' TOUR OF INDUSTRIAL AMERICA confirms my belief that the meticulous and constant attention paid to the selling side of business by the manufacturers of the United States is largely responsible for that country's extraordinary prosperity.

I AM CONVINCED that the British Empire can equal the success of the United States if the British manufacturer will overhaul and intensify to the required pitch his selling and distributive organisations and manufacturing methods.

THE MANUFACTURERS' CONFERENCE at the Blackpool Advertising Convention should be the development of the new educative effort started at the Manufacturers' Conference at the first British Advertising Convention held at Harrogate last year.

Managing Director
Saward, Baker & Co., Ltd

SAWARD, BAKER & Co., Ltd

Advertising from A to Z

27 CHANCERY LANE
LONDON, W.C.2

Telephone
Holborn 5528
(5 lines)

Telegrams
"Sabazia, Holb
London"

The Canvasser is a Virtuoso

Twelve Maxims for His Guidance—The Shirt, the Speel and the "Something More"

IN a good newspaper city in the States, no man with the ability to "talk" need ever despair of earning a satisfactory living, provided he will only follow the directions which are "handed out" to him by the manager of the papers advertising corps. These directions sound very simple to the enthusiastic newcomer who, at first, does not realise that they constitute a moral and mental disciplinary regime which, to the man who has pluck enough to follow them out to the letter, will add several hundred per cent. to his value, not only as a business man, but as a member of any social community in the world. Here are the chief among them:—

Be a Fighter

(1) Do not be ashamed to be a canvasser. It is not a down-and-outter's job. A canvasser is in the firing-line of commerce. He must be a fighter to "make good."

(2) Don't trust to friends inside a business house to give you an "ad." They never do. Even if they sometimes do, it is out of charity, and charity weakens the recipient. A friend will never pauperise you.

(3) Don't think you will earn a living as an advertiser by just "popping into" business houses quite casually. You won't. Unless you have a set programme day by day, and follow it out to the very last address you will not make a salary at canvassing. A dollar or two now and again, perhaps, but *not* an income.

(4) Remember that advertising now-a-days is a science which has a philosophical and a psychological side to it. Your philosophy will help you when you're on the dark side of a stiff proposition. Your psychology will enable you to make a double-return when the bright side appears.

(5) Always read the morning paper thoroughly before you start out on your rounds. Make up your mind about the "daily crisis," whatever it is. To be able to express an opinion to a possible advertiser may mean capturing a month's salary, in commission, just because you can discuss the news intelligently.

Go to the Top

(6) Never be content with seeing subordinates. Always look for the man highest up. He controls the treasury and knows if his firm can stand the extra outlay. He has probably been through it himself and will see you if you approach him properly. If not to-day, then to-morrow.

(7) In "big-money" advertising, learn all you can about the man who controls the advertising. Possibly he may be in "Who's Who" or in the other red books. In any case, see if he is. If not, someone in his office will be glad to say a good word about him when he is out at lunch.

(8) Wear a clean shirt every day. It adds 50 per cent. to the best-looking. Change your suit as often as you can in a week. The most intellectual business man in the world is guided by first appearances. Let yours be better than the other fellow's and remember that a couple of weeks "thin diet," while you are saving for your wardrobe, makes you stronger, not weaker. All the big men have learned to starve like gentlemen.

(9) Don't imagine you will earn a living as an advertising man because your friends tell you that you become "quite brilliant" when you have a few whiskies inside you. You don't become "quite brilliant." You only think you do. Dutch courage won't fill newspaper space. That's what you

are out to sell. Keep your breath sweet or the other man may object.

(10) This above all: *learn the tale*. The Speel (*i.e.*, the tale) is to the canvasser what his violin is to the great artist. He must be able to make fifty renditions of the same theme. He must study his "Speel" as a lawyer studies his brief, foreseeing every objection which may be raised to his best points. The more he knows about what he has to sell, the better he will be able to sell it, whether it is newspaper space, candles, soap or motors. Whatever it is, it has fifty aspects, and all of them good—for selling purposes. Learn the Speel. All of it.

(11) It is good advice not to take "no" for an answer. But there are good psychological reasons for being able to "quit" at the right time. You can come another time if you take your departure gracefully. There can be too much of a good Speel. Learn when to retire. The big man will understand.

(12) Finally. Don't go to a possible advertiser as if you were asking a favour. Show him that you have a *quid pro quo*; something as good for him as for you.

Advertising Barmouth

Barmouth ratepayers met recently to consider the scheme presented by the Advertising Association for an extensive Press advertising campaign. The meeting unanimously decided to raise more funds than ever for a Press advertising campaign. They thanked the railway company for its generous contribution in helping local associations launching out in Press advertising schemes.

Southport's Good Advertising

The efforts to make the attractions of Southport more widely known are bearing good fruit. During the summer season of 1925 the extensive Press schemes advertising Southport included a number of newspapers published in Scotland. A visit of Press representatives from Scotland to Southport was made early in the season.

W S CRAWFORD LTD
« ADVERTISING »
233 HIGH HOLBORN
LONDON
W C 1

Results

In writing under date April 12 to reserve further advertisement space, Messrs. John Lever and Co., of 96, Victoria Street, S.W. 1, testify to the wonderful pulling power of THE MORNING POST as follows :—

“A few weeks ago we advertised our ‘Leverware’ Hand Cut Crystal in various daily papers, and we are very pleased to inform you that the insertion in your paper has brought us fully 90 per cent. of the replies received. Furthermore it is very pleasing to know that considerable sales have been effected with the customers brought here by the announcement in your paper.

(Signed) “JOHN LEVER & CO.”

Let

The Morning Post

Sell Your Quality Goods

MORNING POST BUILDING,
346, STRAND,
LONDON, W.C. 2.
Telephone : City 1500.

PERCY WATSON,
Advertisement Manager.

The Road to More Markets

By W. H. Harford, *Organiser, Manufacturers' Conference*

ONE unique feature of the Manufacturers' Conference at the Blackpool Convention will be the presentation to every guest and delegate of what, in my opinion, is one of the most remarkable booklets ever written on the subject of the science of selling.

Its title—"The Road to More Markets," and its sub-title, "A Challenge to the British Manufacturer"—indicates the theme, but by no means indicates the imaginative, practical and spirited work within its covers.

Unquestionably the manner and the matter of the booklet will lead to interesting controversy, and it cannot fail to impress every reader with the possibilities of increased British trade through the application of the science of selling.

When I was asked to organise this second Conference of British Manufacturers, it was suggested to me that in advance of the gathering a reasoned, challenging statement should be written by an acknowledged economist and published in order to excite interest in the general theme of the Convention, namely, *Selling British Goods*.

The author, a well-known economist, is not associated in any way either with Saward, Baker & Co., Ltd., or any other advertising house, and the book is published as a contribution to the economics of selling and in the interests of British trade.

It would not be judicious to give extracts prior to its formal publication, but this much can be said: It analyses with almost uncanny clearness the history of British trade during the recent perilous and exciting years. Even those who have had their finger on the pulse of commerce during this time will be amazed to find how,

during the progress of events, their perspective has been blurred.

The author, with provocative boldness, points to the home market as a market which has been neglected to an astonishing degree by those who have been bewailing the decline in their export trade, and he says, in effect, "What does it matter if you lose the whole world and gain an equivalent market in your own island?"

From this it must not be assumed that he ignores the vital importance

of export trade. The argument is merely one of many vital issues raised in a booklet which must be read in its entirety to be appreciated thoroughly.

The booklet, it is hoped, will be in the hands of those to be present at the Conference a few days in advance, and as, presumably, it will be read in advance of the discussion (which is to be another important feature of the Conference), the debate should be interesting and cohesive. Thus the organisers have secured in advance a practical result from a half-day Conference—a thing difficult of accomplishment.

Works to be Visited

Details of the Tours and Entertainments for Delegates at Blackpool

THE amusement side of the convention, while of secondary importance, offers complete relaxation from the serious business of Monday, Tuesday and Wednesday.

Mr. J. Vincent has issued an entertainments questionnaire, in which delegates are asked to state which of the functions they wish to attend.

On the Saturday the delegates will be received by the Mayor of Blackpool, and there will be dancing later in the evening. On Sunday a tour has been arranged to Windermere, and in the evening a special concert by Jack Hylton's band in the Tower ballroom will attract many delegates. Monday afternoon has been selected for the ladies' tennis tournament, while in the evening there will be a banquet at the Tower and Winter Gardens, and dancing until midnight.

On Tuesday a motor tour for ladies only has been arranged through the Fylde district, Lytham and St. Annes. There is to be a tea dance at the Hotel Majestic, St. Annes, where the gentlemen will join the ladies after the business sessions. In the evening there will be a grand ball and midnight cabaret at the Tower ballroom at which Jack Hylton's band will play.

On Wednesday delegates will be able to choose between three motor tours: to

Messrs. Waring and Gillow's cabinet works at Lancaster; to Messrs. Horrocks Crewdson's Cotton Mills at Preston, or to Stonyhurst College. In the evening there is to be a gala ball at the Imperial Hydro. On Thursday there has been arranged an all-day tour of Southport.

Delegates should note that there is a special luncheon train which leaves Euston at 10.30 a.m. on Saturday, May 1, arriving at Blackpool at 4.30 p.m.

It will be seen that the amusement side of the convention has been well planned, but that entertainments have not been provided to the exclusion of the serious side of the convention. "Business First" is the slogan which the delegates are taking to Blackpool, and there is no doubt that they will derive the greatest benefit from the various sessions.

Carlton Posters

The Carlton Studios have issued a very neat booklet, reproducing in miniature some of the recent posters prepared by the firm. In addition to a very fine Sunlight Soap specimen, the noteworthy Pears' Golden Glory series is shown—examples of really good poster work. The way in which this booklet is produced should be convincing proof of the excellence of the work turned out by the Studios.

Hearty Greetings

FROM THE

BLACKPOOL

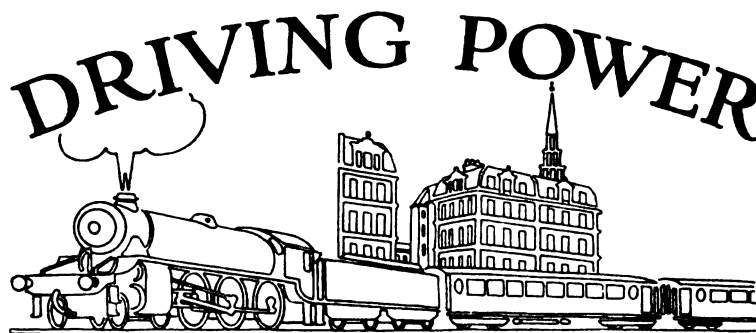
"TIMES"

The Principal paper of the Principal People

MAY THE 1926 CONVENTION
BE AS BIG AS BLACKPOOL

Yours faithfully,
A. CAUNT,
Proprietor





THE most powerful locomotive is at a standstill without motive force.

So a Business may be, potentially, a really good business, equipped with all the machinery to make splendid progress. But it will run only down-hill if it lacks the power to drive it ahead — the power which will create a demand for its production.

That power is Advertising—the business of presenting attractively sound selling arguments before the greatest number of possible buyers.

Such a power can be rightly controlled only by an adequate organisation with a wide and successful experience in handling every phase of advertising business.

The Mather & Crowther Advertising Agency—firmly established on a basis of independent financial stability supported by sound business practice — offers you an organisation of this nature which will put the machinery of your business into rapid and profitable motion.

We invite you to call and examine personally the opportunities offered by this Agency for the furtherance of your own business interests.

MATHER & CROWTHER L^{TD}

10-13, NEW BRIDGE STREET
LONDON, E.C.4

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

On Selling British Goods

SIR,—For months past everyone interested in trade and commerce has been urging the buying of British goods as a means of increasing employment at home and of stimulating production throughout the Empire. At the recent British Industries Fair the King himself showed his interest in the question in a highly practical way.

But buying British goods is only one side of the subject. There is, on the other side, the need for selling British goods, and for that reason I think the advertising profession is doing a real service to the industrial community by devoting its annual conference this year to the many aspects of "Selling British."

The Blackpool Convention, I am told, is a business men's Convention. Large numbers of leading manufacturers have already signified their intention of being present at it, and the more industrialists—captains of industry, works managers, salesmen, and operatives alike—attend it, the more valuable will be its conclusions.

Anyone interested in British industry—and who is not?—can become a delegate, provided he registers with the secretary of the Advertising Association, at Sentinel House, London. I call special attention to this fact because I believe that the more organisations like this, which are concerned with the "Buy British Goods" campaign, can interest people in the selling side of the question, the sooner our ideal of a self-supporting British Empire will be attained.

The British Advertisers' Convention at Blackpool will prepare the way in a sense for the great International Advertising Convention in June at Philadelphia. There British merchants and manufacturers will have an opportunity of bringing British goods and the worth of them before the notice of the whole world. I hope the industrial community is alive to the value of such a meeting.

(Sir) ARCHIBALD WEIGALL,
Chairman of Executive Committee,
Self-Supporting Empire League.

The "Weekly" Helps

SIR,—We are sending you two pictures of our latest hand-painted posters and will be pleased to have your valued criticism of same.

We may say that these posters are chiefly the outcome of some interesting



**KEEP THE WOLF
FROM YOUR DOOR
I / MAKES YOU A MEMBER**

articles which appeared in the WEEKLY some time ago.

You are at liberty to reproduce these pictures if you think they would prove helpful to other advertisers.

The Greenock Central Co-operative Society, Ltd.,
GEO. SCOTT.

"For Information."

SIR,—Whilst I do not wish to encroach on your editorial columns, I am desirous of confirming the statement in last week's issue by John Sewell, "that we are in no way connected in business."

I should also like to add that I am not responsible for any correspondence, other than that addressed to me at 5, High Holborn, W.C. 1.

H. FRANCIS DAVIES.

When Advertising Deters

SIR,—There must be many like myself who would buy a car and badly want to own and drive a car, but are disinclined to buy owing to the wonderful science of advertising.

Let me make my point clear by detailing the various mind processes which occur in my own case:—

I read of a moderately-priced car which

bears a good name and is described as the "Easiest car to drive," good! but frankly I was puzzled with this sentence in the body matter of the advertisement—"The hottest thing on the road."

A day or two later found me reading every word in a nicely got up catalogue, and desire was surging up to boiling point to own that car. The balance at the bank was scrutinised and found O.K.—but (here's the rub)—the same evening, reading an illustrated weekly just prior to writing that cheque, I saw a Triplex Glass advertisement and visualised my car crashing into a telegraph pole and blood and glass everywhere, horrors! Overleaf I saw my car in flames—I had forgotten that Pyrene extinguisher.

I still dream of the German meinelwerfers, but a car—NO—not in piping times of peace.

"SAFETY FIRST."

[The first instance quoted by the writer is distinctly a case of the unhappy use of slang, conveying, as it does, an unintentionally adverse meaning. His second point is less well chosen. The advocacy of safety devices is quite legitimate advertising, for many of these devices are essential—as those who have been in smashes have learned, sometimes at heavy cost.—EDITOR, ADVERTISER'S WEEKLY.]

From the Mayor of Blackpool

SIR,—Blackpool is to be the scene of this year's Advertising Convention, and already we are looking forward to seeing in our midst during the first week of May, nearly a thousand representatives of the British advertising profession. May I make known through your columns to all delegates to the Convention that a warm welcome awaits them in Blackpool?

The subject of the Convention is "Selling British Goods." We, in Blackpool, have been selling British goods for nearly fifty years, and we have been advertising our wares to the world all the time. It may be news to your readers that as long ago as 1879 Parliament sanctioned the spending of part of our rates on advertising the attractions of our town as a health and pleasure resort, and it is to that fact that is due the enormous and world-wide popularity of Blackpool.

Scientific advertising stimulates trade, and all on whom devolves the task of preparing for the Advertising Convention are hoping that its discussions this year will lead to results which will not be long in reflecting themselves in increased industrial activity throughout the whole country.

THOMAS BICKERSTAFFE,
Mayor.

Mayor's Parlour,
Blackpool.

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track

161,634

Average Monthly Nett Sales of

THE STRAND MAGAZINE

for Six Months ended December, 1925

¶ Proud as we are of these figures, we are not solely concerned about the *number* of copies we sell each month.

¶ We are not solely concerned about the *number* of stories and articles we publish each month.

¶ We are not solely concerned about the *volume* of advertising we carry each month.

¶ But we *are* greatly concerned about the type of reader we attract, and their appreciation; the *quality* of the literature we provide, and the *class* of advertising we carry month by month. We are concerned about

QUALITY

OUR readers (discriminating people of the prosperous classes) know that the stories and articles we monthly set before them are the best being written to-day—that in “*The Strand*” they’ll always find the highest order of Magazine literature that wit can discover or money can buy—perfect, impeccable, according to all standards . . . humorous, literary, educative, adventurous, just human and . . . moral.

There is nothing in “*The Strand*” the most critical could criticise, or the most fastidious view with doubt.

Our readers know, too, that the quality of “*The Strand’s*” advertising is of an equally high order—that the contents of the advertisement pages have been as carefully invited and rigorously edited to meet their tastes and many needs.

And advertisers know that it is this consistent all-round quality which counts. Those with an honest proposition and goods of strict quality to sell know without any shadow of doubt that they can find by far their most profitable and responsive public amongst the quality circulation of *The*

Strand Magazine



Sherlock Holmes

never investigated a case with more passionate energy and enthusiasm than that displayed by



when preparing a selling campaign for a client.

Yet, always is our judgment governed by considerations of economy and the securing of the very last ounce of value from every penny spent.

Working on these lines, we have been singularly successful in building up schemes based on the three principles of

Policy Pen and Pencil.

If you would like to have a new note projected into your advertising, we should be happy to co-operate with you.

Write for our **FREE Folder**
"The Tree of Conviction."

Ruddock, Noller & Ruddock,

*Specialists in the planning
and placing of advertisements,*

**3, OLD JEWRY,
CHEAPSIDE, E.C.2.**

Telephone : Central 4202.



Branded British Bacon would Help Home Industry

An Opportunity for Breeders to Modernise the Methods—The Extent of Danish Competition

By G. G. Sharp

MR. W. S. CRAWFORD was not speaking to the "converted" when he delivered his address on "A National Campaign to Advertise British Pork and Bacon" at the Second Annual Conference of the National Pig Breeders' Association. He was attempting to sow seed in a very rocky soil, and he is to be complimented that he managed to get so far that the Council of the Association has agreed to consider the suggestions made by Mr. Crawford and report to the annual general meeting of the Association in July.

It has always been the custom to accuse the countryside of this country of being changeless. What did for Adam does for me! That is almost what has been said for generations. Happily there has been a gradual change in the farming industry, and what has been done by the new methods of egg-cultivators is a sign of the great awakening of the countryside. The one question is whether the value of advertising can be fully appreciated by the pig growers, who have not had as a whole any extended acquaintance with a national advertising campaign.

Market Already Exists

It is not that pig farmers have to create a demand or a market. Both demand and market exist—Mr. Crawford pointed out that six-sevenths of our bacon and pork came from abroad and that the British public consumed only one British rasher a week of the seven they found on their breakfast plates. Every national advertiser is interested in the proposal now before the pig growers. A greater consumption of British pig food will mean more money to be spent at home by the countryside, and that means more trade for all. So if national advertisers can lend a hand to help putting the British bacon and pork industry on a national trade-getting footing, they will be helping themselves in helping others.

Was ever such an opportunity before an industry to build up a growing trade? All that is necessary is good and wide publicity. That means laying down capital, capital—as every wise advertiser knows—that repays itself many times over in new and extended business. Mr. Crawford's plan was an initial fund of £10,000, rising in arithmetical progression over four years to £40,000. Not a tremendous sum this, in view of the fact that the British public spends a year in foreign bacon over £40,000,000. And every penny of this foreign trade can be captured for the home industry. It is said that £45,000,000 represents the capital invested in the Homeland

in the pig-farming industry. Less than 0.1 per cent. of this spent in advertising would be a relatively small sum.

The first step to success is to institute a British brand. Shops may have to place a distinctive label on imported meats, but that negative influence is not much use. Retailers praise the Danish bacon as something extraordinarily excellent in quality; there is never a mention of the superiority of the home production, except in remarkable patriotic instances. The public must be reached. A leaf must be taken out of the American book and a distinct brand of British bacon instituted. Grape fruit growers have shown how valuable is the brand since they go to the trouble to mark individual fruits with the "blue goose." The public must be educated to look for a certain marking on all British bacon and pork—the first step in building up the sale of the home goods.

One of the difficulties will be the creation of a publicity fund by voluntary levies in the pig industry. A good start by the leading firms would encourage the others; meanwhile the copyrighting of the "Brand" to contributing members of the association to develop the publicity would go a long way.

BRITAIN'S GREAT OPPORTUNITY.

Col. Willey on the Philadelphia Convention.

Col. the Hon. F. Vernon Willey, formerly President of the Federation of British Industries, has sent the following message to the organisers of the British delegation which is to visit Philadelphia in June :—

More than any other country in the world, Great Britain depends on the growing export trade for its very existence; and, while it is admitted that British goods can compare in quality with those produced by every other nation, it is necessary that they should be brought forcibly and consistently before the notice of buyers in these countries if they are to obtain that measure of custom to which their quality entitles them.

At Philadelphia the advertising knowledge of the world will be pooled for the general good, and no advertising man who desires to keep in the forefront of his profession can afford to ignore the opportunity of extending his outlook which this great Convention gives him.

To advertisers I would say, "Go to Philadelphia and bring your industry to the knowledge of your colleagues in other countries." To those to whom a personal visit is impossible, I would say, "Bring your goods to the notice of some responsible service agent who is going to Philadelphia and instruct him to act on your behalf."

the Daily Dispatch
the 16th, carried
ing revenue than
ue of the paper
DISPATCH

tional Newspaper

London



to introduce Piccamin

(PICCADILLY IN MINIATURE)



Have you ever
looked through the
wrong end of a
telescope at the
electric signs in
Piccadilly Circus?

Neither have we!

But we know no better
way of suggesting to
you the illusion pro-
duced by the new
"Piccamin" animated
Signs (Patent No. 216620)
for window or outside
display.

Slogans, changeable at
will, appear letter by
letter: then black out.
Pictures and words
gradually take shape,
altering in size, form and
colour; then fade away.

You are interested

WRITE OR 'PHONE
ANGEL SUPER SIGNS (1926) LTD.
24-25, RUNTON STREET, N.19
Telephone: MOUNTVIEW 6130

who will be glad to advise
you on any type of sign.

Sign makers of every description.

Growing Popularity of C.O.D.

Orders Steadily Increasing—Misunderstandings by the
Public—Some Abuse of the System

IT is officially stated in London that the adoption of C.O.D. by the public is growing rapidly. The large stores report that the system is working smoothly and no trouble has been experienced with the postal authorities. Not only are the goods delivered efficiently but the money is collected and handed to the firms concerned with great promptitude.

Certain misunderstandings on the part of the public, however, continue to cause irritation, and some firms are finding that their clerical staffs are having much additional work thrown upon them. It is not realised, for instance, that there is a limit to the size and weight of articles to be sent C.O.D. Nor has it been fully understood that for small parcels it is cheaper to send postal orders than to use the new system.

Traders urge, in many instances, the need for further publicity for the new scheme, and certain firms are issuing special catalogues in which C.O.D. information is given for the benefit of customers.

Abuse of the System

Reports have been received stating that the system is being abused in some directions. It is stated that articles which have not been ordered have been sent C.O.D. In some instances, the householders have taken in the parcels, paid for them and have then discovered that the articles were sent on approval. In most cases a note has been enclosed stating that the money would be refunded if the articles were returned within a certain period. The sums involved have not been large, but the system of sending goods on approval by C.O.D. is discouraged by responsible firms, since it is bound to cause irritation on the part of the public. The post office would, of course, have a great burden thrown upon their shoulders if this idea increased in popularity, since they would have a large number of parcels to return to the senders.

Complaints on this ground come particularly from Glasgow, but Hull authorities state that they are not aware of any extensive abuse in this connection.

Certain trades are still maintaining a hostile attitude towards C.O.D. At the annual meeting of the Scottish Association of Watchmakers and Jewellers it was stated that the association was still opposed to a scheme which was advocated 20 years ago. At that time they joined in the strenuous opposition to its introduction and they saw no reason to change their attitude to-day.

A Year's Trial

It was stated at a meeting of the council of the Drapers' Chamber of Trade last week that the Government intends to review the whole subject of C.O.D. in a year's time, in the light of the experience gained in that period. Members were urged to continue their fight against the system, and a committee was asked to consider the most effective measures that could be taken to carry on the agitation against it.

Farmers have taken to the new system enthusiastically. The council of the National Farmers' Union last week approved the following resolution passed by the Parliamentary Committee:—

"That this Committee strongly recommends that every County Executive should authorise the compilation in the county branch office of a register of farmers who are prepared to supply produce under the C.O.D. system, so that members of the general public may, by applying to the county branch secretary, be put in touch with farmers who will supply their requirements in the way of poultry, butter, etc."

There is no doubt that, on the whole, the C.O.D. system has been enthusiastically received. With the exception of certain sections, commerce is well disposed to its adoption, and C.O.D. seems to be operating with success in almost every quarter of the Kingdom. It is still, perhaps, a trifle early to state definitely its effect upon trade, but the greatest optimism is felt in most quarters with regard to the working of C.O.D. when the public have become more accustomed to the system and more educated to its possibilities and working.

THE AMATEUR AT WORK

The "Daily Mail" Second Competition for Amateur Advertisement Writers

On Saturday, the *Daily Mail* announced the prize-winners in its second competition for amateur advertisement writers. Eight prizes were awarded and the copy showed particular merit. The competition proved a great success, for over 11,000 entries were received. No fewer than 1,500 entries were submitted to Messrs. Peek Frean and Co., Limited; 2,000 designs were received by Messrs. Nilde (Paris) Agency, Limited; and 2,000 entries were sent to Messrs. H. Whiteway and Co., Limited.

Preliminary judging of the entries was carried out by the advertising experts of the firms concerned, and when the "possible winners" had been whittled down to a dozen in each case, the final decisions were carefully arrived at by a *Daily Mail* committee of advertising men. It is stated that the greatest fault noticed in the copy was over-elaboration.

By Appointment



to H.M. the King

All Correspondence to be addressed to the Company

Telephone
Holborn 2808
(3 LINES)

G STREET & CO: LTD

(With which is incorporated Leathwait & Simmons)

ADVERTISING AGENTS

8 SERLE STREET**LONDON****W. C.****2**

Telegrams
"STREET-SERLE ST."
LONDON

City Offices
6. Gracechurch St. E.C.3

Also at
New York U.S.A.

April 16th 1926.

Advertisement Manager,
"Daily Mail",
Carmelite House, E.C.4.

Dear Sir,

We thought you would be interested in
the following facts:-

In your issue of March 24th our clients
Messrs. Jenson & Nicholson inserted an advertise-
ment of their ROBBIALAC, occupying 7" double
column. Up to the 15th inst., they have received
no less than

6,010 replies

which is probably a record for an advertisement
of this size.

The replies have been coming in lately
at the rate of 20 per day.

Yours faithfully,
For G. STREET & CO. LTD.

Director.

CLUB NOTES & NEWS

Manchester N.A.B.S.—Record Year Reported at Annual Meeting

The annual general meeting of the Manchester Branch of the National Advertising Benevolent Society was held on Friday last in the Blackfriars House Assembly Rooms, Manchester, under the chairmanship of Mr. S. T. Stephenson.

Mr. John Russell Scott, of the *Manchester Guardian*, was elected President in place of Sir William Veno, who had resigned. Mr. S. T. Stephenson was re-elected Chairman, and Messrs. Percy H. Winter and J. L. Verrinder were re-elected to the positions of Secretary and Treasurer respectively.

The past year had proved to be a record in that the sum of £304 had been raised as compared with £179 in the previous year. This success was largely due to the efforts of Messrs. Eric Schofield and Raymond Bailey, who were stewards for this year's festival, and to the increased enthusiasm of the members.

An encouraging feature of the past year's work has been the successful placing of several advertising men who had fallen on evil times, and this fact has given distinct encouragement to the Manchester Branch.

Regent—Party Entertained by Publicity Films, Ltd.

A party of 70 members were entertained on Friday evening last by Messrs. Publicity Films, Ltd., when a series of modern publicity films was screened by Mr. G. E. Turner, manager of the company, at a private cinema. Industrial, story and cartoon films were shown under usual kinema conditions. Singer cars, Ovaltine, Dr. Cassell's Tablets, Hovis, Wincarnis and Beecham's Pills were some of the commodities covered. The last two were particularly interesting because of the ingenious tie-up with the posters now on the hoardings.

The Harrogate Convention film, sent for by special messenger during the show, was an addition to the programme greatly appreciated by the On-to-Blackpool Committee; and some members of the audience were interested to meet themselves again.

I.S.M.A., Bristol—Organisation of Municipal Advertising

A novel departure in advertising a city was described at the meeting last Friday week when Mr. Ernest Morison, director of publicity for Hull, addressed the meeting on "20,000 miles to sell a British city."

Mr. Leonard Broad, who presided, said that Mr. Morison had had the privilege of a ten months' tour in South Africa on behalf of the city of Hull.

Mr. Morison explained that this was a trade mission to endeavour to secure a direct service of steamers between the Third Port and South and East Africa. It was an interesting development of modern salesmanship this selling by personal contact, he said, but it was of very little value unless followed up continuously. This, however, could not be done as the law stood at present, because no industrial centre had power to spend money out of the rates for advertising its trading facilities.

In South Africa, where there was no restriction, as in this country, to a Cor-

WHAT'S ON

I.S.M.A., Manchester.—Old Colony Club, 6.30 p.m., Wednesday, "The Selecting and Training of Salesmen," Mr. H. G. Hulme.

National Advertising Benevolent Society.—Anderton's Hotel, 6.15 p.m., Monday, Annual General Meeting.

Publicity Club of London.—Hotel Cecil, 7 p.m., Monday, "Mad on Advertising," Mr. William G. Fern.

Glasgow.—Grosvenor Restaurant, 1 p.m. Friday next, Send-Off to Blackpool Convention Delegates.

Regent.—Griffin Restaurant, 7 p.m., Tuesday, "On-to-Blackpool" Supper.

Birmingham.—Imperial Hotel, 7 p.m., Wednesday, Closing Meeting Dinner and Discussion on Club Activities.

Business Research Association.—Old Colony Club, 6.45 p.m., Thursday, "The Practice of Business Research," Messrs. Redmayne and Southill.

puration spending money on advertising, there was always the uncertainty of opposition year by year, so that there could be no budgeting ahead.

Mr. Morison's alternative to this uncertain method was for Bristol, Hull, Sheffield, Port Ellesmere, St. Helens and other places which had already made application to Parliament for the necessary powers to advertise, should once more get together and support the draft Bill of the Hull Corporation, already in the hands of the Law Committee of the Municipal Corporation (and at present in suspense since February, 1925).

At the moment, the speaker considered, the time was most opportune for such a concerted effort because this additional amount, estimated to be not less than some £250,000 assuming only 25 of the principal cities and towns adopted the Act, and there was no compulsion, would all be supplementary to the £1,000,000 proposed to be spent by the Government in research advertising and salesmanship on behalf of Empire development.

Cardiff—Five Talks on Advertising on Members' Night

It was members' night on Wednesday of last week, when five interesting speeches were delivered. Mr. Craely spoke on "Photography as an aid to Business"; Mr. G. W. W. Somerford on "Copy that Pulls"; Mr. A. Rose on "Personality as an asset to Business"; Mr. G. G. Napier on "The Principle of picking of live prospects"; and Mr. T. E. Stuckey on "Replies to arguments against advertising," the latter address being read in Mr. Stuckey's absence by Mr. Michael Bateman (deputy chairman).

Mr. H. Craely, in his address, said that had the Publicity Club been formed 20 years ago it would have been better for business men. As to photography and advertising, the professional photographer was the only man who could help to bring out the personality of the advertiser. Local shopkeepers needed the use of the

photographer in his business as well as the big businesses.

Mr. G. W. Somerford said that copy which pulled was that part of an advertisement which greeted the reader in understandable language. The advertisement writer must combine literary ability with sound salesmanship. One of the first essentials in advertising was the ability to visualise the customer, to understand the market, and to enter into the actual needs, thoughts and prejudices of the prospective customer. Cardiff was fortunate in its possession of up-to-date newspapers—media that reached out amongst the great populations of not only South Wales, but to Mid-Wales, West Wales and the border counties.

Mr. A. Rose said from the small boy with his newspapers to the captains of industry all were trying to sell something, and personality everywhere counted.

Mr. G. G. Napier said in his opinion the last thing in advertising was to write the advertisement. They must first plan their work and then work their plan.

Mr. Stuckey's paper said there were those who were ready to argue that advertising is expensive and wasteful. He produced facts to show the fallacy of this, and said that advertising carefully planned must result in more business. Honourable advertising alone pays; no other method will succeed.

Bradford—Nationalisation and the Ethics of Advertising

The novel idea of the nationalisation of the advertising service was laid before the members of the Club at their meeting on April 13, the proposer being Mr. Eric N. Simons, the advertising manager for Messrs. Edgar Allen and Co., Ltd., Sheffield, who addressed the meeting on "The Ethics of Advertising." Advertising without any firm basis of moral principle must in the end defeat its own objects, Mr. Simons stated, and, furthermore, lead to so widespread and sincere a revulsion of feeling against it, that humanity would abolish it as obnoxious.

There was too much loose phraseology, rash enthusiasm and incorrect statement in modern advertising. Truth in advertising would mean an admission from time to time that one's goods were no better than one's competitor's, but that one charged more for them because they were given a special name. "Advertising, if it is to survive," he continued, "will have to be carried on as an independent public service performed for the community by trained and independent men. I hope, and believe, that the time will come when advertising men will be paid by the State for the valuable service they render. As each new product issues from the factory, whether owned by the State or a private firm, it will go before the State advertisers with a statement of the claims made on its behalf and this statement will be investigated stringently and impartially."

Mr. Simons went on to point out the danger, not so apparent in this country but prevalent in America, of big businesses striving to influence editorial policy. Every time an advertiser grumbled because he did not consider he was getting a fair share of free puffs, and every time a contract was cancelled because an editor, in his leader columns, had advocated a policy which an advertiser considered damaging to business, that man was striking a blow not only at advertising but at the existing organisation of society.

(Continued on page 140.)

Nash's

MAGAZINE

GOES straight into the homes of the well-to-do class.

Its brilliant stories and articles are read by people who have not only the money but the brains and educated taste to spend it on high class-goods.

The articles by

**The Countess of Oxford
and Asquith**

now appearing in NASH'S ensure it a place apart in the estimation of the discriminating public.

The net sales of NASH'S are the highest of any fiction magazine in this country.

That is the hard cash argument which induces over 200 of the biggest business brains in the country to take advertising space in it regularly month by month.

COMPLETE YOUR CAMPAIGN.

USE NASH'S.

Rates and Particulars :

BURTON A. LING, Advt. Mgr.,
153, QUEEN VICTORIA ST., E.C.4.
Northern Advertisement Office :
1, PRINCESS ST., ALBERT SQUARE,
:: :: MANCHESTER. :: ::

The Evening Bulletin—Philadelphia

welcomes British Manufacture

22nd Annual Convention of the Association



Aero Service Corp. of Philadelphia

THE HEART OF PHILADELPHIA

The photograph shows the centre of Philadelphia and the many skyscrapers that house its business and professional firms. The large tower in the centre is the City Hall and around it radiate the retail and commercial activities of the Third Largest City in America.

Finding New Markets for British Made Goods.

A good start to getting increased outlets for British Made goods is to advertise them over-seas in communities that are most receptive.

Philadelphia, the third largest market in America, is, perhaps, the best city in which to begin an advertising campaign for any English article.

Most of its 2,000,000 population is of English descent, in fact the city was founded and laid out by a great Englishman, William Penn, who called it "the City of Brotherly Love."

Nearly 8,000,000 people live within an 80-mile radius of Philadelphia of which it is the trading centre, influencing the other great American markets to the South and West.

British steamers make regular sailings to and from the Port of Philadelphia, and it is possible for the British merchant to ship his goods here without transfer en route.



Convention Headquarters are in the Bulletin Buildings, and British Delegates are invited to make this newspaper their Headquarters. The staff of the Bulletin's advertising department will gladly give British delegates first-hand information regarding the Philadelphia market.

Most Important Newspaper and Advertisers to attend the Advertising Clubs of the World at Philadelphia



Aero Service Corp. of Philadelphia

WHERE THE A. A. C. W. CONVENTION WILL BE HELD.

In the lower left foreground may be found the group of buildings of the University of Pennsylvania where the proceedings will take place. Franklin Field, the vast stadium shown in the centre, seats 80,000 persons. In the upper left is the business portion of Philadelphia, and across the top is the Delaware River and the city of Camden.

Fresh Ideas and Viewpoints at Philadelphia.

The Convention of the Associated Advertising Clubs of the World is to be held at Philadelphia, June 19 to 24, 1926, and offers an excellent opportunity to the British business man to visit America and mingle with the keenest minds who will there assemble to discuss and formulate plans for business expansion.

Delegates from all the world, as well as from all sections of the United States and Canada will give and get new ideas, fresh viewpoints, valuable plans and suggestions for utilising advertising in creating, holding and serving world markets.

The deliberations of the Convention will be held in the buildings of the University of Pennsylvania, while the 8,000 manufacturing plants and 55,000 wholesale and retail business establishments of Philadelphia will also provide ample opportunity for the studying of American business places and methods.

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in the United States.

524,662
copies a day.

"In Philadelphia nearly everybody reads The Bulletin"

CLUB NOTES AND NEWS—(Cont.)

London Club—Good Advertising for Advertising

At the On-to-Blackpool lunch last Thursday, Col. E. F. Lawson was the speaker. He gave a very interesting ten-minute talk in which he urged the members to become "salesmen of Blackpool." Already nearly 100 members had sent in their registration forms, but it was desired to make the number up to at least 150.

Col. Lawson said that he did not believe that the coal crisis would in any way interfere with the convention, and club members need not fear that, having reached Blackpool, they would be unable to get back to business. The convention was going to be good advertising for advertising. In addition to the personal benefits that would accrue from the convention, it would improve the general standard of the profession.

He was getting a little tired of people who said that they had been to conventions but had learned nothing. Those people either had not attended the sessions, or had attended the sessions with no intention of learning anything.

It was quite right that the social side of the convention should be placed second only in importance. The social programme, however, was very necessary, for he considered that people who had to meet each other every day in business should get to know each other more personally.

Leeds—Poster Advertising. Its History and Development

Mr. Cyril Sheldon addressed the Club last Friday on "Poster Advertising of To-day." Mr. Tom Coombs presided.

Outlining the steps by which billposting had reached its present position, Mr. Sheldon said that the year 1863 was one of the most important dates in the history of the trade. In May of that year there was issued a small poster announcing that payment was being made for the privilege of posting bills on certain properties. That poster was signed "Sheldon, Son & Co.," which was the trade name used by Mr. Sheldon's grandfather. Prior to this time posters were placed anywhere the billposter had a mind to put them, and there was considerable rivalry among competing billposters for the possession of certain stands, with the result that quite often posters put up in the morning by one man would be covered up at noon by another man, perhaps in turn to be covered by a third man in the early evening. Some people might consider that the modern era dates from the introduction of the lithographed bills, which was about 1873. When lithography was introduced, greatly improved results were placed at the disposal of advertisers, and for the first time really artistic and colourful designs could be reproduced.

The establishment of the Censorship Committee in 1890 marked another advance, while the introduction in 1911 of the "Service" system in billposting contracting might by some be deemed to mark the commencement of the modern era. On March 1 last a system was instituted in a large number of towns, some of them of considerable importance, of bordering every bill with not less than 10 inches of blank paper. Mr. Sheldon said that Great Britain led the world in poster advertising. On the whole, better posters are printed and displayed here, and the regulation of the trade is very much better than in any other country.

If the hoardings were properly blanked—i.e., panelled with plain, neutral tinted paper between the bills—they had a really decorative effect in towns, and a large number of advertisers contributing to that could share them.

Service was a great factor in the poster advertising of to-day. Once upon a time it was done in the dark; now it had a settled policy behind it. There could be no possible question that the poster was the supreme medium for display, just as the Press was supreme for educational and argumentative advertising.



Miss Winifred Smith, who won the first prize as Sells' Directory

Sells' Social and Sports Club—Last Dance of the Season

This club held their last dance of the season on Saturday at the Victory House, Leicester Square. It took the form of a fancy dress gala evening, and made a splendid climax to the series of enjoyable dances held through the winter. Over 200 of the staff and friends and clients of the firm were present. The big majority were in fancy dress, presenting a bright kaleidoscopic effect. Considerable amusement was created by the Committee who appeared as a Pirate crew. They "held up" to ransom the President, Mr. Alfred Sell, and only released him upon his promising a donation of £10 to the Club.

Prizes were distributed by Mrs. Charles Sell for costumes as follows: Ladies' 1st, Miss Winifred Smith (portraying Sells' Directory); Ladies' 2nd, Mrs. Grosch; Ladies' 3rd, Mrs. Imrie. Gentlemen's 1st, Mr. Howlett; Gentlemen's 2nd, Mr. Hart; Gentlemen's 3rd, Mr. Willmer. The sports side of the club will be formally opened on May 8, at the new Shortlands ground.

Glasgow—Mr. James Smith on "Insurance and Advertising."

Quite a large number of members and friends were present at the weekly luncheon in the Grosvenor Restaurant last Friday, when an interesting paper was given on "Insurance and Advertising" by Mr. James Smith, a well-known and highly respected gentleman in insurance circles.

The treatment of the subject was such as to bring forth a very interesting discussion, and it was generally conceded that insurance advertising has not generally reached the standard looked for from an otherwise highly organised business.

I.S.M.A., London—Lord Burnham on Imperial Salesmanship

Speaking on "Imperial Salesmanship" at the monthly dinner at the Old Colony Club, on April 15, under the chairmanship of Mr. J. M. Beale, Viscount Burnham said that salesmanship was now recognised as being the keynote of our national and international trade, although he confessed that this view was contrary to all our prejudices and all our preconceptions. We had always been inclined to look at the marketing of our goods from the standpoint of the monopolist. We had had the habit of mind of those who, until the end of the nineteenth century, had a virtual monopoly of the heavy trades of the world. The great Sir Walter Raleigh, Macaulay told us, had a monopoly of cards, that was to say, a legal right to sell all the playing-cards in the country. We had thought that all the playing-cards were in our own hand, and that we could play them as we chose, and it would make no difference in the long run. We had changed all that now. The long period of "take it or leave it," or, as the French said, "à prendre ou à laisser," had passed away. We were all out for every particle of overseas trade, and we had been brought to our bearings by the cut-throat competition of the post-war world. Carlyle talked of this country being turned into a paradise of bagmen. Personally, commented Lord Burnham, he thought the whole world was an inferno of bagmen.

Sir Alexander Lawrence, late Chief Assistant Solicitor to the Treasury, taking part in a discussion which followed, said that production was no good without selling ability, and it was a question how far the Government could help in that matter. The whole of the tradition of Governments and public servants was against concerning themselves with trade. That was partly because, in days gone by, almost all Government interference with trade was thoroughly bad. It was, for instance, interference by the Government of France with the Protestants that was responsible for the establishment of the watch trade in Switzerland. The present Department of Overseas Trade was a hybrid between the Foreign Office and the Board of Trade. Owing to the ability of the Minister at the head the Department had won the confidence of the community. Sir Alexander spoke of the reluctance of a Government Department to spend public money on anything that was not immediately productive, and cited the torchlight tattoo at Wembley as an instance of a Government Department spending money on preliminary advertising. The tattoo was consequently a "flaming success." The fact was that Government Departments always had in mind the fearful hubbub which followed any failure.

Birmingham—The Advertising Manager's View of Advertising

Mr. H. W. Eley, of the Dunlop Rubber Co., in addressing the Club on Wednesday of last week, gave a comprehensive survey of the functions of the advertising manager and mentioned that he looked upon the position as an essential "linking one" in the organisation of modern advertising between the manufacturer and the agency.

COMPETITORS' JOURNAL
and **EVERYBODY'S**
WEEKLY

(Price Twopence)

LATEST NET SALE FIGURES

(For the Six Months ended March 31st, 1926)

CERTIFIED NET SALES**193,472****COPIES WEEKLY**

**AN
INCREASE
OF**

9,596

**Over the LAST
CERTIFICATE
COPIES
PER WEEK ISSUED**

Steady increase is proof of the growing popularity of
 "Competitors' Journal and EVERYBODY'S WEEKLY."

It is—a weekly for everybody—a home paper.

It runs no competitions which necessitate its
readers buying more than one copy each week—
and the whole of its circulation is genuine worth-
while distribution in sound middle class homes.

Our advertising rates are not being increased, at the
moment—and the opportunity to take space at
 £45 per page is one which should not be ignored.

THE RATE—AS BEFORE**£45**

**PER PAGE
and
PRO RATA**

H. W. Morris-Pugh,
Advertisement Manager,
114, FLEET STREET,
LONDON . E.C.4.
 'Phone : CITY 7447.

PRODUCTION MANAGER required.

Exceptional opportunity for right man. Permanency and possible interest eventually. Only man with similar Agency experience need apply. Applicant must be able to prove the following qualifications:—**Produce** all blocks, copy and layouts for campaigns after creation. **Mark up** for type and distribute. **Receive** and correct all proofs. **Obtain** and check vouchers. **Supervise** all details from beginning to the end of our campaigns with system. **Order** all blocks and printing.

He must be thorough, exact, orderly. One who finds mistakes before and not after. A man who believes "A thing is either right or wrong, there is no half-way." A man who will not accept anything unless it is right, who will ensure it being right. An organiser of detail with exactitude. This latter qualification is of primary importance.

Applications will be treated as confidential, and should give full information as to experience, age, if married, and salary required. Enclose photograph.

**The HERITAGE PETERS
ADVERTISING SERVICE Ltd.,**
Midland Bank Chambers, Coventry.

EVERY THURSDAY 2d. THE HOMESEEEKERS' WEEKLY

Here is a journal which is read exclusively by people, whose first thought is of the Home. Every commodity, all goods; in fact everything in connection with the Home can be advertised to better advantage, and all advertised goods can be sold through this paper by means of its amazing pulling power. The rate per page compares most favourably with those of every other weekly, and the value of this paper to advertisers of Home goods is the greatest yet offered.

Write for particulars to:

The Advertising Manager,
"The HOMESEEEKERS' WEEKLY,"
21, Risinghill Street, Pentonville,
London N.1

2d. EVERY THURSDAY

CLUB NOTES AND NEWS—(Cont.)

He stressed the fact that there was no need for antagonism between the advertising manager and the agency, and suggested that the best possible results from a manufacturer's appropriation could be obtained by harmonious working between the advertising manager and the staff of the agency.

Dealing with the advertising manager's duties and experience, Mr. Eley mentioned that the latter should include not merely a knowledge of the technique of advertising but a broad grasp of the principles of salesmanship and an accurate and thorough knowledge of the product to be advertised.

A striking appeal was made for a greater appreciation of the status of the advertising manager, and it was suggested that everyone working in this capacity should strive to do his bit towards this end and also do everything possible to keep advertising "clean" and dignified.

In the open discussion which followed the address some breezy speeches were made, notably by Mr. S. D. Toon, of Messrs. Toon & Heath, Ltd.

Ulster—Welcome Home Luncheon to Sir Robert Baird

Sir Robert Baird, D.L., president of the Advertising Club of Ulster, was on Monday the guest of the Club members at a luncheon in the Carlton Restaurant, Belfast, on the occasion of his return from a tour in South Africa.

In proposing the health of the president, Senator the Rt. Hon. Samuel Cunningham, who presided, said that Sir Robert was a great asset to the Club. He advertised Ulster wherever he went, and advertising men in the North of Ireland had a right to be proud of him. They also admired Sir Robert's personal qualities and his generous disposition.

Mr. Joseph Devlin, a vice-president, supported the toast.

Sir Robert, in responding, related his experiences in the South African Dominion. Traders there, he said, were great believers in advertising, whilst they were careful to see that truth in advertising was adhered to.

Mr. R. M. Sayers (*Belfast Telegraph*) who had accompanied Sir Robert on his tour, also gave an account of his travels.

Cardiff—Luncheon Meeting to Consider Blackpool Plans

A luncheon under the auspices of the Club was held at the Royal Hotel, Cardiff, on April 13, when a report on the arrangements for the second British Advertising Convention, was presented by the secretary, Mr. T. W. Dockett Smith (Cardiff Development Agent). By invitation, there were present Mr. A. F. Ashton (president of the Cardiff Chamber of Trade), Mr. Meyrick John (chairman of the Cardiff Business Club), and Mr. L. L. Francis (secretary of the Cardiff Chamber of Trade). All of the above associations are hoping to send delegates to Blackpool.

Further to his paper, Mr. Dockett Smith, in a short address, said Cardiff was waking up to other activities besides that of exporting coal—they were in strong competition with other ports as a distributing centre with regard to our markets. The Cardiff Publicity Club so far had received from the Advertising Association in London very considerable help, and he would like to see Cardiff represented at Blackpool by 15 or 20 delegates.

Publicity Club of London—Public Speaking Section's Competition

Nearly seventy members of the advertising profession attended the last meeting of the Public Speaking Section of the Publicity Club, held on Tuesday evening of last week in the Oak Room, Kingsway Hall, where twenty-seven ladies and gentlemen competed for the Silver Cup kindly presented by the Regent Advertising Club. Mr. Andrew Milne was in the chair, and he was supported by Mr. Philip Emanuel (chairman of the Regent Advertising Club), Mr. Alfred Robinson, this term's instructor, Messrs. W. M. Young, Gilbert Russell and J. R. Thomas, Jury, and Mr. R. J. Fleet, Secretary.

After the chairman had welcomed the visitors he announced that each speaker would be allowed two minutes, and the subject chosen for the competition was "ambition." As competitors followed one another, one would have been of a brave nature to have hazarded a guess as to who would turn out the winner. Most of the speeches were of a high order, but although two minutes may seem a short period of time in which to speak on a subject so vast as "ambition," a number of the competitors found the ordeal demanded too much. At the conclusion of the last speech the jury retired, and on their return the chairman announced that Miss Emily Baker was the successful competitor. She had lost only half a point out of the maximum fifteen, with which every competitor started. Mr. E. V. Hodgson came second with fourteen marks. Each of the jurymen then gave the reasons for their markings, and a lively, entertaining and helpful twenty minutes were spent.

The chairman called upon Mr. Philip Emanuel to present to Miss Baker the cup, and in the course of his remarks, Mr. Emanuel said that he had no idea that such a valuable institution as the Public Speaking Section of the Publicity Club was being run in the interests of advertising people. He was pleased to confirm that opinion in a tangible way and offered to give a cup for competition next season. This is the second silver cup which has been promised for 1926-27 sessions. Mr. H. Martin, of the Ma tin Scientific Advertising Service, is the other donor.

Mr. Milne mentioned that he regretted the absence of Mr. Robert Thornberry, the chairman of the Public Speaking Section, who unfortunately was unwell. He paid high tributes to the work of Mr. Robinson and Mr. Fleet, and these tributes were heartily applauded by members of the section.

Getting into Personal Touch with Overseas Agents

Mr. J. H. Bean, managing director of Messrs. A. Harper, Sons and Bean, Ltd., the well-known motor-car manufacturers, sailed from Southampton last Saturday on the *Berengaria* on a tour of the world. From New York, he will travel by rail to Vancouver, whence he will go to Auckland. After a brief visit to the principal centres of New Zealand, Mr. Bean will proceed to Australia. From there he will go to South Africa and India, and he hopes to be back in England about the end of the year.

One of the chief reasons for this world tour is the desire of Mr. Bean to establish personal relations with the firm's agents overseas. He will learn their exact requirements and the difficulties which they have to overcome.



Fashion Drawings that are right in Quality and Price

Good Fashion Drawings are of immense importance in selling everything that is worn by man, woman and child.

CARLTON FASHION STUDIO is the leading organisation of Fashion Illustrators. Not only does the best work originate here, but the prices quoted for it are the lowest at which such work is obtainable.

Write to us and tell us the particular class of goods in which you are interested and we will gladly send specimens and prices.

CARLTON STUDIO
LTD.
Carlton House
Gt. Queen St.
Kingsway
W.C.2.

WANTED IMMEDIATELY

for the Overseas branch of a London Advertising Agency

(1)—First-class commercial artist who is thoroughly skilled in the preparation of advertisement designs in wash and line and is able to produce original and distinctive figure work. Must rank very high as a creator of attractive advertisement illustrations.

(2)—Front rank copywriter who has had experience in big scale national campaigns. Must possess a sound knowledge of the fundamental principles of advertising and hold a high position as a writer of interest-compelling copy of the kind that sells goods. Ability to prepare clever layouts essential.

Applications, which will be treated in strict confidence, must give full particulars of age, experience and salary required, and if possible should be accompanied by specimens (not originals) of work.

Box 157, Advertiser's Weekly,
66, Shoe Lane, E.C.4.

What about this?

Do you want an Ad. Manager who knows how to run a house, bring up a family, keep a man reasonably happy—and who writes "copy" instinct with such knowledgeable-ness? A woman who can do all that, and who has, besides, a sound practical knowledge of the commercial side of business AND a long experience of advertising, desires to transfer her services and will be glad to receive requests for further particulars, addressed to:—

"VIM"

c/o "Advertiser's Weekly"
66, Shoe Lane, E.C.4.

THE REVIEW of REVIEWS

IS YOUR MEDIUM FOR REACHING
THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

PROSPECTIVE ADVERTISING

Some Registered Trade Marks and Names selected from various sources suggested as Potential Advertisers

Sinrat.—Insect and rat destroyer. Morris, Little and Son, Ltd., 42, Hallgate, Doncaster.

Omarcene.—Disinfectants. Cumming Bros., 26, Victoria Street, Glasgow.
Floresene.—Disinfectants. Swift Manufacturing Co., 67, Cowcaddens, Glasgow.

Rux in.—Ointments for human use. Idris Howells, Treweek's Pharmacy, Main Street, Pembroke.

Windmill.—Electric suction cleaning machine.—Excelsior Electric Cleaning Co., 5, Robert Street, Adelphi, W.C. 2.

Washometer.—Machinery. British American Laundry Machinery Co., Ltd., 4, Underhill Street, Camden Town, N.W. 1
Spenserphone.—Wireless apparatus. Spencers (Scotland), Ltd., 119, George Street, Edinburgh.

Bandmaster.—Gramophones and records. Lugton and Co., Ltd., 133, Old Street, E.C. 1.

Tec.—Electric lamps and batteries. Efandem Co., Ltd., 11, Fitzroy Square, W. 1.

Acme.—Musical instruments. J. Hudson and Co., 256, Barr Street, Hockley, Birmingham.

Seagull.—Cotton goods. Northern Embroidery Co., Ltd., Gorton Street, Blackpool.

Sylrepe.—Handkerchiefs. Douglas and Green, Ltd., 22, Donegall Street, Belfast.

Elf.—Polishing cloths and mops. Lawrence Faust, Elf Mill, Vesta Street, Ancoats, Manchester.

Vinculoid.—Leather machine belting. Honeywill Bros., Ltd., 19, Mark Lane, E.C. 3.

President.—Hats. L. and V. Hyman, 4, Frogna Lane, N.W. 3.

Patria.—Stockings and socks. Henry Goddard, 24A, Patriot Square, Cambridge Road, E. 2.

Apexepa.—Articles of clothing. Apex (British) Artificial Silk, Ltd., 100, Carpenters Road, Stratford, E. 15.

Joyland.—Boots and shoes. Jowers, Holland and Co., Ltd., 1, Spalding Road, Leicester.

Oilettes.—Animal and poultry foods. John Balfour and Co., Ltd., Leven Oil Mills, Sawmill Road, Leven.

Blue Sea and Homebright.—Soaps. Blue Sky Soap Co., Ltd., 16, Devonshire Square, E.C. 2.

Parkure.—Perfumery and toilet articles. R. Parkinson and Sons, Curzon Street Drug Mill, Burnley.

Lustona.—Perfumery and toilet articles. Similax, Ltd., 1, Guildhall Chambers, Basinghall Street, E.C. 2.

Tremair.—Perfumery and toilet articles. Louvain Preparations, Ltd., 43, Crogslad Road, N.W. 1.

Smeesona.—Hair cream. E. Smith and Sons, 96, West Street, Boston, Lincs.

Bunkerloo.—Imitation golf game. S. Harrison, Ltd., 9, Princes Street, Stockport.

The Jester.—Polishes. Fortune and Co., Ltd., Marsh Lane, Preston.

Vindex.—Rayon knitted fabrics. J. S. Kirkland and Son, Ltd., Buxton Road, Leek.

Extra-Tan Nutta.—Boot polish. Everett and Co., 61, Collier Street, King's Cross, N. 1.

Osana.—Toilet preparations. Antoi ne Fabre, 27, Finsbury Street, E.C. 2.

Advertising and Selling FORTNIGHTLY

Markets, Merchandising & Media



MAY 7, 1926

15 CENTS A COPY

*Of interest to you is a
magazine devoted to—*

1. Formulating advertising into a science that will serve business more efficiently.
2. Open discussion of the truth about advertising and the faults now current in its practice.
3. Telling the significance behind the news and behind advertising campaigns and distribution policies—instead of strictly reportorial and routine details.
4. Bringing about a more intelligent understanding of the possibilities of trade and technical advertising.
5. Giving up-to-date, specific, usable information on all that pertains to Markets, Merchandising and Media.

"Advertising and Selling Fortnightly" is such a publication. Published every other week in New York, it is not only recording advertising history, but *making* advertising history.

You will want to receive it regularly. A cheque for 17/- makes you a subscriber for a year. Mail it to London office.

Advertising and Selling FORTNIGHTLY

London Address: 66-67 Shoe Lane, E.C.4
Year's Subscription \$4 (26 Issues)

CURRENT ADVERTISING

**Notes of New Business Going Out:
New Advertising Now Appearing in
the Press and on the Hoardings**

David Allen and Sons, Ltd., are placing for Australian Fruits.

Meerloo Publicity Service, Ltd., are now handling for Van Heusen Collar.

T. B. Browne, Ltd., have been booking space for Wisden Lawn Tennis Balls and Mansfield Footwear.

D. C. Cuthbertson and Co., Ltd. (Glasgow), have renewed instructions for Fairy Dyes.

Bertram Day and Co., Ltd., are handling business for the Kirby Hair Waver.

Commercial Advertising Service, Ltd. (Manchester) have increased advertising for Cephos in provincial newspapers.

Clarke, Son and Platt, Ltd., have been placing for Steedman's Powders.

S. H. Benson, Ltd., have commenced a new appropriation for My Lady Canned Fruits, for Almata, and have been increasing for Hutton's of Larne and for Frame's Tours.

Fredk. E. Potter, Ltd., are handling a new line named Rus Paving, and have increased advertising for Sun Life Assurance of Canada and Waterman Pens.

C. Vernon and Sons, Ltd., are handling new advertising for Pope and Bradley.

Maclean Agency (Edinburgh) has been booking space for Greensmith Downes.

Winter-Thomas Co., Ltd., have renewed for Fleet Foot Tennis Shoes and Colgate's Shave Cream.

London Press Exchange, Ltd., are now handling business for Redfern's Rubbers and have been giving out new advertising for British Commercial Gas Association and for Grape Nuts.

Holford Bottomley Service, Ltd., have considerable advertising appearing for Saving Certificates and for Rawlplug.

G. Street and Co., Ltd. (Gracechurch Street) are again handling season business for Rose's Lime Juice.

Wilfred Scriven, Ltd., have advertising in hand for Murray's Caramels.

Samson Clark and Co., Ltd., are placing for Polytechnic Holiday Tours.

John Haddon and Co. have new business going out for Player's and Wills' Cigarettes.

R. Anderson and Co. are again placing displays for Dr. Rutland's Invalid Port.

J. Varney and Co. (Manchester) have been increasing advertising for Tetmal.

C. Mitchell and Co., Ltd., are handling business for Milk of Magnesia.

Smith's Agency, Ltd., have been booking for Heath and Heather, Ltd.

Woodwright Service, Ltd., have been placing instructions for Hartley's.

Harvey Bros. have increased newspaper advertising for Jay's Furniture.

Steele's Service, Ltd., have again been giving out for Zam-buk.

Wilkes Bros. and Greenwood, Ltd., are handling displays for Jap-Shan and Del Beta Lace Nets.

W-M Publicity Service, Ltd., have placed a campaign in the illustrated weeklies for Salad Cream for Messrs. Goodall, Backhouse and Co.

Mayfair Advertising Service has business in hand for Coleman's Tonic Cocoa, Derek Motors, Ltd., The Caddy Burst-Proof Tyre (1926), Volca, St. Mark's Electrical Co., Ltd., Franco-British Films, Ltd., and Super Productions, Ltd.

Ella F. Thompson Agency is placing an extended scheme for Diana Shoes.

and now

- A FORD EXHIBITION

Organised by

The FORD TIMES

to take place at



**Holland Park Hall, London, W.11
October 15th-23rd, 1926**

ALL who wish to get a share of the big business centred round Ford British-made Products should grasp this opportunity by taking space at the Exhibition or in the *Ford Times* or *Ford Dealer*.

Space is limited, so make immediate application to

Exhibition Manager,

REDOUBT LIMITED

Thanet House,
231 - 2, Strand,
LONDON, W.C.2.

*Phone :— City 6467/8.
Wires :— "Forditoral, Estrand, London."
Cables :— "Forditoral, London."



As a provincial weekly
that gets home and pays
its advertisers

It's something
worth shouting
about!

Current Issue and Rates with
pleasure from—

HORNE & SON, LIMITED.

INDIAN & EGYPTIAN ADVERTISING

AFTER my 8 years residence in Cairo, Port Said, Bombay, Calcutta, Delhi, Allahabad and other important Eastern Cities, I can offer practical Advertising Advice and Ideas to you who are interested in the selling of Engineering Products, Manufactured Goods, etc., in India and Egypt.

ARTHUR SERGEANT.
Writer & Designer

4, Duke Street, Adelphi, W.C.2 (Gerrard 3015)

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-tone Work.

NO BLOCKS Required.

CHARLES & READ, Ltd. 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

OLDHAM CHRONICLE
EVENING and WEEKLY

The Dominant Papers of
Oldham and District

Publication Notes and News

Mr. J. L. Garvin's New Undertaking

Mr. J. L. Garvin, editor of the *Observer*, has consented to act as editor of the *Encyclopaedia Britannica*.

A Newspaper Wedding

There was a newspaper atmosphere about the wedding of Miss Muriel Watson to Mr. G. Campbell Kemp, which took place at Fulwood, Sheffield, on April 14. The bridegroom is the Northern representative of the *Daily Mirror* and *Sunday Pictorial* and will be known to many as the son of Mr. John Kemp, advertisement manager of the *Sheffield Telegraph* and allied publications.

9,596 Sales Increase

The latest net sale figures of the *Competitors' Journal* and *Everybody's Weekly* are 193,472 copies weekly. This shows an increase of 9,596.

6,010 Replies

Messrs. G. Street & Co., Ltd., on March 24 inserted a seven-inch double-column advertisement in the *Daily Mail* on behalf of the manufacturers of Robbialac. By the 15th of this month, the advertisement had drawn 6,010 replies. Replies are even now coming in at the rate of 20 a day. The new Robbialac campaign was described in the *WEEKLY* on April 9.

"John Bull's" Net Sales

A folder has been issued showing the net sales of *John Bull* from January to March. The figure for the issue of March 27 is 1,131,288.

The Ford Publications

The *Ford Dealer* this month gives some interesting details of the Ford and Fordson exhibition to be held in London in October. The April *Ford Times*, which is a consumer paper, publishes particulars of the journal's Safety First Ballot. Readers are asked to place in order of merit twelve proposals for minimising the risk of road accidents.

Harper's Increased Circulation

We have received the latest A.B.C. statement of the circulation of *Harper's Magazine*, and a chart showing the substantial increase in circulation during the last half of 1925.

Story of Golden Glory Campaign

The March issue of *Bubbles Magazine*, the house organ of Messrs. A. & F. Pears, Ltd., is devoted to the new Golden Glory soap. It contains an article by Mr. Powell Rees on how the campaign was launched.

British Smalls for Americans

The *Christian Science Monitor* is now carrying up to sixteen columns of displayed small advertisements gathered from various cities and towns in Great Britain and Ireland. They range, alphabetically, from Birmingham to York, and 59 English districts are represented. The London section is sub-divided into suburbs and advertisers in Finsbury Park, Ealing, Norwood, Putney and elsewhere are represented.

"Times" Insurance Number

The *Times* will publish a Special Insurance Number, fully illustrated, on Wednesday, April 28, free of charge and as part of the ordinary issue of the paper. It will contain a complete review of every branch of insurance practice.

The "Y.E.N." Book

A very interesting booklet has been issued by the *Yorkshire Evening News*. It is printed in two colours, and the text and illustrations describe the classes of readers in the area covered by the paper.

"John Bull's" New Rates

John Bull has issued a neat folder setting forth the new scale of charges for advertisements. It is dated May, 1926, and gives, in addition to the rates, much useful information with regard to "copy."

Showing the States

In celebration of the visit to England of a party of American hotel proprietors, the *Hotel Review* published two special issues. These issues were brought out within five days of each other, and the American visitors received copies in their rooms at the London hotels. The two numbers contained approximately 125 pages of advertising.

Municipal Honours

Capt. A. Quick, managing editor of the *Clacton, Frinton, Walton and Brightlingsea Times*, was on Friday last elected Chairman of the Clacton Urban District Council, and on Monday was sworn in as a Magistrate of the Tendring Hundred (Essex) Bench.

Empire Products and Marketing

The British Empire Products Number of the *Times Trade and Engineering Supplement* last week was a remarkable production. There were 67 pages of advertisements, including some in three colours, and the demand for space was so great that a special section had to be arranged in the ordinary weekly edition of the *Supplement*, with which the special number was sent out, to meet the needs of advertisers. The issue marked the tenth anniversary of the establishment of the *Supplement*, and the list of contributors to the editorial pages contained the names of those who are prominent in all branches of industry and commerce. Especially interesting to our readers were the articles on "Wholesaler and Retailer," "Packing, Banding and Marketing," and "The Empire Market."

Directory of Punjab

We have received a copy of the *Punjab Directory-Diary* for 1926. Amongst other useful information is a list of firms in Punjab, classified under trades and professions.

Advertising the Pipe

The *Alfred Pemberton Magazine* this month contains a very neat suggestion for advertising pipes. A coloured inset contains two pages of suggested copy for pipe manufacturers. Many reasons why the pipe should be smoked are given, and it is pointed out that with the help of some judiciously planned advertising pipes might become more popular than they are at present.

Two Shopping-Week Issues

The *Mexborough and Swinton Times* on Friday, and the *Rotherham Express* on Saturday, each contained two composite pages with regard to the Rotherham Shopping Week. Both issues also carried a large amount of other advertising.

1,354 Smalls

On Saturday, April 17, the *Blackpool Gazette* and *Herald* carried 1,354 classified advertisements.

ADVERTISER'S GAZETTE

**Legal, Financial, and Company Notes
and Reports of Interest to
the Advertiser**

APPLICATION FOR DISCHARGE

Louis Woolf Cohen, described in the receiving order as Louis Cohen, of 239, Uxbridge Road, Shepherd's Bush, lately residing at 14, Inverness Terrace, Bayswater, and at other addresses in the County of London. (254 of 1910.) Hearing, 11 a.m., May 5, 1926, at Bankruptcy Buildings, Carey Street, W.C.

COMPANIES ACTS**WINDING-UP ORDER**

The Art Background and Exhibition Co., Ltd., 79A, Parkhurst Road, Holloway (00144 of 1926.) Order dated April 18.

FIRST MEETING

Norman Wright, Ltd, 53A, Shaftesbury Avenue, London. (00398 of 1925.) Creditors: 11.30 a.m. Contributories, 12 noon, both meetings on April 23, at 33, Carey Street, W.C.

NOTICE OF DIVIDEND

The Polygon Manufacturing Co., Ltd., 40-46, Banner Street, London. (00655 of 1922.) Second and final dividend of 4s. 5d. per £, payable April 16, 1926, or any subsequent day (except Saturday) between the hours of eleven and two. Payable at the office of the Official Receiver and Liquidator, 33 Carey Street, W.C. 2.

PUBLIC EXAMINATION

The public examination was concluded in London Bankruptcy Court, on April 14, of Charles Ebenezer Dobell, trading as "The Sea Island Company," dealer in ladies' clothing, 19, Hanover Square, London, and lately residing at "Ingle-side," Clissold Park, N., who failed in December last with unsecured liabilities £2,975 and assets £48.

In March, 1922, the debtor, with £250 borrowed money, commenced a mail order business in ladies' and gentlemen's underclothing at 19, Hanover Square, W., under the style of "The Sea Island Company." He expended a considerable amount of money in advertising the business, which was not a success, and in November, 1922, he paid a composition of 2s. 6d. in the £ on liabilities amounting to about £1,600. He thereafter carried on the business at a loss until October, 1924, when he closed it. He sold the lease, fixtures, etc., for £250 and transferred his stock to his brother, to whom he owed about £1,400 for cash advanced and goods supplied. His failure was due to bad trade and heavy advertising expenses.

NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

General Sales Promotion, Ltd. (231,246).—Private company. Registered April 17. Capital, £5,000 in 10s. shares. Objects:—To carry on the business of advertising contractors and agents, suppliers of advertising apparatus, appliances and plant, etc. The subscribers (each with one share) are S. B. Lawrence and P. Franklin, C.A. Registered Office:—30, Gerrard Street, W. 1.

William Blackwood and Sons, Ltd. (14,090).—Private company. Registered April 1, in Edinburgh. Capital, £20,000
(Continued on page 150.)

1926—Foreign Markets.

"SELL BRITISH GOODS."

Firms handling Foreign Advertising, and others wishing to develop their export trade, can obtain complete and up-to-date information (free of charge) regarding the German, Austrian, and principal Continental markets by consulting

S. A. S. Ltd.,

*Continental Newspaper Representatives
and Foreign Publicity Consultants,*

No. 1, GOWER STREET, LONDON, W.C.1

*Telephones :
9523 & 9524 Museum.*

*Telegrams :
"Sinsarbia-Westcent, London."*

**Branch Offices at GLASGOW, MANCHESTER,
BERLIN, LEIPZIG, MAGDEBURG, Etc., Etc.**

ADVERTISE YOUR GOODS in the following, The Leading German Dailies :

Vossische Zeitung.	Leipziger Neueste Nachrichten.
Berliner Morgenpost.	Magdeburgische Zeitung.
Frankfurter Zeitung.	Breslauer Neueste Nachrichten.
Kölnische Zeitung.	Danziger Neueste Nachrichten.
Hamburger Fremdenblatt.	Neue Freie Presse (Vienna).

"B.Z.AM MITTAG."

The "Evening News" of Germany.

"BERLINER ILLUSTRIRTE ZEITUNG."

The most popular illustrated weekly paper on the Continent.

"MOTOR" Berlin.

The leading Automobile Journal in Germany and Central European Countries.

"DER KONFEKTIONÄR."

The "Drapers' Record" of Germany.

"DIE HERRENMODE."

The leading paper for Men's Fashions.

"DIE DAME."

The leading Ladies' Fashion Paper.

"ZEITSCHRIFT FUER WAREN und KAUFHÄUSER."

The leading Trade Paper for Fancy Goods.

"ECONOMIC & COMMERCIAL GAZETTE."

World-Wide Circulation, published in five languages.

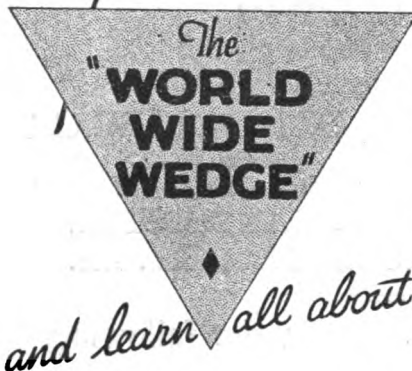
For full particulars, voucher copies, rates, etc., apply to:

S. A. S. LIMITED 1, GOWER STREET,
LONDON, W.C.1,
and BRANCHES.

The
talk
is all
about ~

OVERSEAS TRADE

Get a copy of



DORLAND International Activities



DORLAND
AGENCY LTD.
Dorland House,
14 Regent St. S.W.1

PARIS,
NEW YORK,
ATLANTIC CITY,
BUENOS AIRES,
RIO DE JANEIRO

THE BEST FREE GIFTS.

SOFT TOYS

Illustrated Catalogue on Request.

MANUFACTURERS, Est. 1914.

THE TEDDY TOY CO.,

45, GOLDEN LANE, E.C.1.

We Hear—

THAT the offices of the Convention are being transferred to-day (Friday) from Manchester to the Tower Building, Blackpool (telephone, Blackpool 1), and all letters for the honorary organising secretary should now be sent there.

THAT the On-to-Blackpool number of the WEEKLY pulled its weight in the registration department of the Convention, and many waverers were brought to a final decision to be there after reading last week's issue.

THAT Mr. A. Bain Irvine, on behalf of Messrs. Cassell and Co., Ltd., presided at a dinner party in Manchester last week, to inaugurate a new branch office of the House of Cassell.

THAT there is talk on the Metal Market of an advertising scheme being promoted to create a wider use for copper, no doubt following on the lines of that launched to benefit the rubber output.

THAT there is an inclination in many quarters to favour the election of an agent as President of the N.A.B.S. for the ensuing year and that delicate inquiries have been made in a certain direction.

THAT Messrs. Carreras, Ltd., have registered the trade name Bunch o' Keys for a new line of manufactured tobacco and cigarettes, and—

THAT the Dunlop Rubber Co., Ltd., have registered the words Dunlop dum and Dunlopillo as the branded names for side-lines they are introducing.

THAT a beginning has again been made with the advertising of the early produce of the glass-house growers whose English cucumbers and (later on) tomatoes have been a seasonable advertising feature for several years past.

THAT by this time next week many Londoners will be getting ready for the road, and intend motoring on Friday as far as Chester or Shrewsbury, reaching Blackpool by lunch-time on Saturday.

THAT many of the delegates are taking golf clubs with them in the hope that they will find an opportunity to play Colonel Bogey on the famous links at Blackpool and St. Annes.

THAT, according to report, the three first-class hotels—the Imperial, Metropole and Clifton—are fully booked as far as reserved accommodation for delegates goes, and—

THAT members of the London Publicity Club are centralising themselves at the Imperial, Aldwychians at the Metropole, and the Glasgow contingent (with or without their piper) at the Clifton.

THAT in the new show to be produced at the London Pavilion next week, "Charles B. Cochran's 1926 Revue," an amusing feature is the staging of a scene introducing the popular characters familiar to the public in advertisements.

THAT the advertisement giving-out offices of Messrs. Thos. Cook and Son, for years known to many at Ludgate Circus, are now located at the new headquarters of the firm on the Devonshire House site at Berkeley Street, Piccadilly, W.1.

THAT Mr. Walter Hutchinson, for Messrs. Hutchinson and Co., Ltd., has purchased *Our Home* and the *Lady's World*, and that it is the intention in the near future that the former revert to a weekly publication as it so successfully ran in pre-war days.

THAT three advertised lines which have made substantial headway since first introduced—Consulate Shirts, 232 Grey Flannels and Channel Blue Serge—are being freely advertised in local newspapers by the shopkeepers who have secured district selling rights.

THAT the *News of the World* ballad ballot organised on behalf of the Royal Free Hospital, London, resulted in that excellent institution receiving the handsome sum of £5,000.

THAT there is again talk in City circles that a prospectus of the Morris motor car business will shortly be forthcoming, an issue that has been expected for some weeks now by the Fleet Street men who look after City business.

THAT the Hastings and St. Leonards Borough Association, in its annual report, calls attention to the surprisingly low average cost from direct replies received and states that its policy is now to concentrate as fully as possible on Press advertising, which, experience has shown, is the best way of reaching the public.

THAT a new series of "readers" has been commenced by Messrs. Boots Cash Chemists, setting forth the policy of the firm, as viewed by the writers who are well-known personalities.

THAT Mr. John North, of the London Press Exchange, Ltd., whose first book, "Girl or Boy," was quite a success, has had many favourable reviews for his new story, "A Comedy of Women."

THAT Mr. Philip Smith, of Smith's Advertising Agency, Ltd., sailed for the States last week in the *Majestic*, on a business visit of some weeks' duration.

THAT Mr. Alfred Pemberton carried off one of the events at Brooklands last Saturday.

Put **Ideas** in your campaign
It sells in the home

We Hear—

THAT Mr. Chas. J. Lytle is negotiating for a new electric sign to take the place of the Venus Pencil sign in the Piccadilly Circus "Flash Show."

THAT Mr. A. Ridgen Read, who now draws exclusively for the Kingsway Press, Ltd., has just been awarded a gold medal—the highest award—for his exhibit at the Seventh International Art Exhibition, at Los Angeles, California.

THAT Messrs. Barker, Drabble & Co. are handing out a considerable amount of advertising for the South Western Furnishing Co., Ltd., and that another new furniture account is for Baker's "Oxford" sectional bookcase.

THAT the Irish Free State contract for petrol supplies has been divided between the Irish-American Oil Co., Ltd. (Pratts), Shell-Mex, Ltd. (Shell), and the Galena-Signal Oil Co., Ltd. (Galtex), all of which are well advertised brands.

THAT remarkable progress is being made with the Shannon electricity scheme, and that within a couple of years, if not before, a great advertising scheme for electricity is almost a certainty in the Irish Free State.

THAT Mr. John F. Maguire, managing director of Clery & Co., Ltd.—one of Dublin's largest drapery stores—had some interesting things to say on the subject of advertising to the conference of hotel proprietors in Dublin last week; and—

THAT there is no one in Ireland better qualified to speak on the advantages of advertising, as the remarkable success of Clery's under Mr. Maguire's management testifies.

THAT our prophecy last week that some advertisers would soon be taking advantage of the announcement that condensed milk has notably reduced tuberculosis at the Zoo, has been fulfilled this week by Nestlé's.

THAT Keith Prowse are shortly marketing a new gramophone of pocket dimensions, and trade advertising will appear in next month's issues of all the musical trade papers, with a general publicity scheme in the principal dailies about the middle of the month, and—

THAT the campaign is being prepared and issued by the Seaward Advertising Service which has been responsible for more than five years for all the varied Keith Prowse publicity campaigns.

THAT Mr. R. J. Palmer, of the *Sunday Mail*, has now been appointed advertising manager of the *Weekly Record* also.

'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a
superb delicacy, the
result of a matchless
blend of the finest
Virginia Tobacco

10 for 10½ | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1 P4

CONNOLLY
THE
MOTOR
ARTIST

It's true economy to engage for motor work the artist who knows motors technically. Dead-right designs in colour, wash or line—no "bloomers" in detail. Figure-work that shows real live folk.

H. Connolly

Telephone: Museum 3889.

4, Russell Chambers,
LONDON, W.C. 1.

Lady desires position in DIRECT MAIL ADVERTISING

Has been trained for over six years by a Direct Mail Specialist. Shorthand-typist, book-keeping, multigraphing, filling-in; all handling of direct postal schemes. Calculate paper, give out printing, buy office stationery. Make simple lay-outs. Write own correspondence with Trade houses. London post desired with Advertising Agency, Printer, or business firm with Postal Advertising Department. Prepared to start at reasonable salary for month's trial. Age 27. Interview in London. Direct Mail, Box 154, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES

150,000 daily
London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

TO NATIONAL ADVERTISERS AND OTHERS

Commercial Art Expert of wide experience desires connection, in Advisory capacity, with firm appreciating the Sales Promotion Value of the very best type of Pictorial Advertising. Principals are invited to communicate with

Box 155, The Advertiser's Weekly,
66, Shoe Lane, E.C.4

KEY A SPACE IN THE EMPIRE NEWS

The Mail-Order Medium that pulls-and pulls-and pulls

*if its
process*

Retouching *ring*

Central 4682

C.D. LAWSON & CO., LTD.
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

The American College Market

There are over 700,000 college students residing in approximately 600 college towns in America.

For over eleven years we have specialised in securing profitable business from these college students for manufacturers of logical products. We are prepared to help English manufacturers secure distribution in these college towns.

The Collegiate "Salesman," listing all Student publications, sent on request,

**Collegiate Special
Advertising Agency Inc.,
503, 5th Avenue, New
York City, N.Y.**

USA

Publicity Pays



And the cheapest medium is Gummed Tape. Used instead of string, it not only saves time and money, but makes every parcel a live advertisement. May we send you further particulars, or a machine on trial?

There is no obligation.

JOHN GOSHERON & CO
1-3 GOLDEN LANE, E.C.1

Copywriter Good Opportunity

Provincial Agency requires first-class Copywriter. Excellent opportunity for one who can write sound copy for household commodities. Only thoroughly experienced men need apply. State age, experience, salary required, and all particulars to Box 161, *The Advertiser's Weekly*, 66, Shoe Lane, E.C.4.

The Outlook

—with its 20,000 readers of the well-to-do class—can hardly fail to pay advertisers of quality products appealing to men.

Rate Card and Specimen from—
L. INDER-HEWITT, Advt. Manager,
69, Fleet Street, London.
Phone: Cent. 3173.

in 10,000 preference and 10,000 ordinary shares of £1 each. Objects: To acquire the business carried on in Edinburgh and London as William Blackwood and Sons, and to carry on the businesses of publishers, proprietors of journals, papers, magazines and other literary works and undertakings, wholesale and export stationers, etc. The directors are: G. W. Blackwood and J. H. Blackwood. Registered Office: 45, George Street, Edinburgh.

Colmans' Directories, Ltd. (213,002).—Private company. Registered April 6. Capital, £300 in £1 shares. Objects: To adopt an agreement with A. Freedman and R. Hider, and to carry on the business of advertising specialists, consultants, contractors and agents, printers and publishers of directories, newspaper proprietors, etc. The directors are: H. Crowther and W. W. Hider. Registered Office: 63, Newman Street, Oxford Street, W.

Dales' Guild of Lettering, Ltd. (213,020).—Private company. Registered April 7. Capital, £2,000 in £1 shares. Objects: To acquire the business carried on at Brighton, Sussex, by E. B. Oostendorp and to acquire and develop certain patents for inventions in connection with inlaid or transfixed lettering for signs, name plates for advertising and other purposes, etc. Registered Office: Ivory Place, Brighton, Sussex.

Hastings Publishing Company, Ltd. (212,983).—Private company. Registered April 6. Capital, £100 in 1s. shares. Objects: To carry on the business of newspaper and magazine proprietors, printers, etc. The directors are:—G. Burr, C. F. Brooker. Registered Office: 9, Cobourg Place, Hastings.

Larder and Stevens, Ltd. (213,005). Private company. Registered April 6. Capital, £1,000 in £1 shares. Objects: To carry on the business of sales promoters, advertising agents and contractors, etc. The subscribers are: F. T. Larder and H. W. Stevens. Solicitors: S. B. Wornt, New Broad Street House, E.C.

Oldwright, Ltd. (213,092).—Private company. Registered April 10. Capital £100 in £1 shares. Objects: To acquire the business of a publisher now carried on by G. E. Lucksted as "The Master Key Press," at 108, Shoe Lane, E.C. G. E. Lucksted is permanent governing director.

Galopin Press, Ltd. (212,911).—Private company. Registered, April 1. Capital, £200 in £1 shares (100 10 per cent. non-cumulative preference and 100 ordinary). Objects: To acquire the business of publishers and booksellers, printers and the like, including the sole copyright and other interests (if any) relating to the publication known as "Form at a Glance," carried on at 78, North End, Croydon, as "Galopin Press."

Ireland's World Exhibition.—The Ireland's World Exhibition (1928) Syndicate, Limited, was registered as a private company in Dublin on April 3, with a nominal capital of £7,500 in £1 shares. The objects are: To promote the unity and prosperity of Ireland by organising and holding an exhibition in or near Dublin. Registered Office:—25, Suffolk Street, Dublin.

Bradford Billposting Company, Ltd. (212,967).—Private company. Registered April 3. Capital, £250 in £1 shares. Objects: To carry on the business of billposters, Press and general advertising agents and contractors, general distributing agents, printers, publishers, lithographers, advertisement and sign writers, etc. The subscribers are: C. Sheldon and W. E. Biggs.

Advertiser's Weekly
Friday, April 30, 1926

OUT

COMPLETE CONVENTION GUIDE

The Advertiser's Weekly

4^D A COPY
20 a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



"JOHN BULL" — the
only British weekly period-
ical with more-than-a-
million Certified Net Sale.

John Bull

[P.T.O.]



"THE PASSING SHOW"
has the largest certified
Net Sale of any British
Humorous Weekly.

The Showman

Leading Speakers at the Convention



Lt.-Col. E. F. Lawson Sir William Veno

Sir Max Muspratt's Message on "Industry and Advertising"

THE function of industry is to convert raw materials into finished products for the use of mankind, but in a highly industrialised country it is rare for one type of operation to convert the raw material into the final product for the ultimate consumer.

As a consequence, the bulk of our industries do not come in direct touch with the general public, and at first sight this limits their interest in advertising to the trade journals dealing with their own industry and those industries supplying their needs or consuming their products, supplemented by trade circulars and pamphlets. It will probably be suggested at



Top: Lord Derby; Sir Alfred Mond, M.P.

*Below:
Mr. C. K. Woodbridge; Mr. P. C. Burton*

Blackpool that this is a somewhat restricted view as the sum of the sales to consumers has a vital ultimate effect on the turnover of every industry. But I understand that the Conference has a much wider objective than this, and will discuss the whole question of salesmanship as an essential factor in fostering industry both in the home and overseas market. The frank

Air Vice-Marshal Sir Sefton Brancker's Message on "Air Transport"

AIR Transport depends on the support of the public for its future success. This can only be obtained by educating the public regarding its possibilities and its achievements.

Sound and truthful advertisement is a very valuable factor in public education.

(Continued from previous column)

discussion of this problem on its many sides, including an economic survey of the whole trade position and its tendencies, should be of the utmost value, and I wish the Conference all success.



*Sir Max Muspratt,
M.P.*

Sir Sefton Brancker

Mr. Arthur Chadwick

Mr. Edgar Osborne

Mr. Arthur Hitt

Mr. Horace Imber

The Eve of Our Big Effort

By J. Vincent, Organising Secretary of the Convention

TO-MORROW the second All-British Advertising Convention actually commences, although the official opening does not take place until Monday morning.

The Mayor of Blackpool (Alderman T. Bickerstaffe, J.P.) officially welcomes the delegates at 9 o'clock to-morrow evening, and thus will commence the Convention which the Manchester Publicity Club has been planning for over a year. Its fate is in the lap of the gods, but if good will and earnest endeavour count for anything it will be a complete success. For we have worked hard in the effort to produce a Convention which, while providing entertainment for the delegates, never loses sight of the fact that its first object is to study advertising and selling problems for the improvement of the profession generally—in short, to study how to "Sell British Goods."

It has been asked whether annual Conventions are worth while from the business point of view, and we hope Blackpool will prove the answer to be an emphatic "Yes!"

Newspaper proprietors, advertising agents and advertisers throughout the country have generously supported our subscription lists on the distinct understanding that we were out for business. They deprecate—and rightly so—the lavish flow of wine and song associated with some trade Conventions, but have shown their willingness to support one which, in addition to full opportunity for business discussion, provides delegates with reasonable entertainment.

We have endeavoured so to combine the business and entertainment sides of the Blackpool Convention that neither encroaches upon the other. While business sessions are taking place we shall entertain ladies only, but, when the day's work is over, we shall try to show that Lancashire knows how to play as well as how to work.



The Princess Parade, Blackpool

One of our principal efforts on the business side is the production of a souvenir brochure, entitled "Advertising Lancashire," of which every delegate will receive a copy on arrival at Blackpool. In it we have endeavoured to tell the story of industrial Lancashire—its products and its resources. Expressions of opinion on this souvenir will be welcomed, and it achieves our object in producing it if it helps only in small degree to improve and extend the trade of our county.

By the time these lines are read our organisation will be complete, and although we may be tired when the Convention is over, we hope that our happiness—based upon the real benefit you have obtained from the Blackpool Convention—will be complete.

British and Imperial Week

The British and Imperial Shopping Week commences next Monday. The enterprise has been organised by the Incorporated Association of Retail Distributors, in response to the appeal made by the Government some time ago. Elaborate arrangements have been made by the big stores, and there will be important displays of British and Imperial merchandise.

NATIONAL ADVERTISERS' PROGRAMME

By W. H. HARTLEY, Chairman, I.S.B.A.

NOTWITHSTANDING the inevitable differences between the view-points of buyers and sellers of advertising, both parties to the publicity contract have a vital common interest in maintaining and increasing the power of advertising to function as an economical means of selling goods.

If the cost of advertising, the insufficiency of data for its efficient administration, the publication of advertisements which are liable to shake the consumer's confidence in the printed

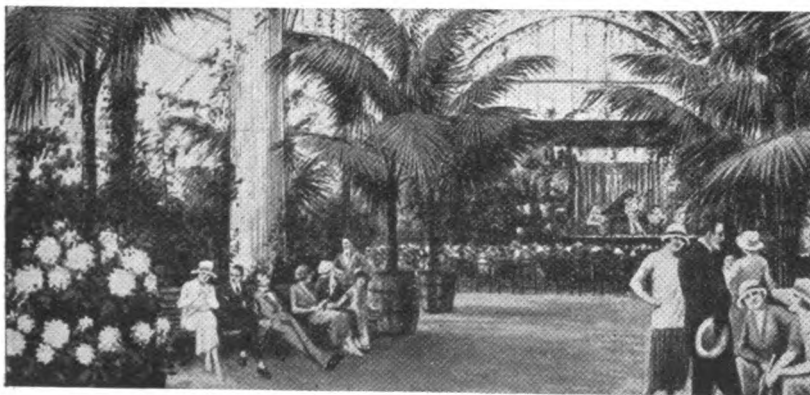


Mr. W. H. Hartley

word, or any other factors, operate to hinder advertising from performing an economic service, both sides of the publicity counter must suffer.

It is therefore of great importance that from time to time there should be organised opportunities for such matters to be reviewed from the broad basis of all-party prosperity. This is why the Incorporated Society of British Advertisers took the lead in bringing organised advertisers into the Convention movement in 1924, and why it welcomes the 1926 Convention.

Some of these larger issues and problems will be dealt with from the advertiser's point of view at the National Advertisers' Session, but in addition speakers will detail how they are meeting their own advertising and marketing problems. The programme is one which can hardly fail to produce many points of practical interest to all who attend and stimulate the discussion and exchange of experience.



The Tower Roof Garden where the Outdoor Publicity, Printing and Engraving, and Publicity Clubs Executives' Sessions will be held

"Unconventional Dividends from the 1926 Convention"

By Edward R. Cross, *Chairman of the Convention Finance Committee*

ASKED to name the profit to be obtained by investing in a subscription to help finance the Advertising Convention of 1926; for, the dividend likely to accrue from the modest expenditure of time and money in visiting the Convention, my reply is conventional.



Mr. E. R. Cross.

One gets out of it, approximately what one puts into it.

Take the generous subscriber. He or his firm recognise that the problems of British industry are largely a matter of skilful selling.

I can name six large industries at present wrestling with the bogey of competition in selling. The slogan, "Buy British Goods" addressed to ourselves is somewhat of a boomerang. We are essentially an export country, and if we teach the other countries this cry, and they in turn adopt it—well—where do we get off?—as our American friends say.

No! "Sell British Goods" is the way to increase prosperity for the workers of this little island. "Sell British Goods" at home and abroad of course.

But how? There is a way to sell the goods of each particular industry.

The more real business men study in order to find that one way of skilful selling; the more the help of the few legitimate clear-thinking advertising consultants and agents utilized by business firms; the more business men learn of the power of the Press, and especially of the direct mail method of silent selling, the more trade will flourish and the higher dividends will then accrue to our industries and the leading newspapers and printers as allies in selling goods of our British manufacturers and shippers.

So the dividends of the subscribers will be generally in proportion to the wise and efficient vehicles

they provide for those who use the tools of advertising and selling.

Then there is *some* dividend for those who attend the Convention.

The heads of manufacturing and distributing firms or their representatives can absorb new ideas, study other firms' problems and their method of dealing with them. The vocal efforts of, and the quiet association with, real men who are helping to solve selling problems will stimulate, refresh and inspire business men.

The vigorous but refreshing days at the Convention will send the delegates back from Blackpool with a braced mentality for the coming trade revival, as well as braced physically by the tonic air of this mother of the northern resorts.

And then the advertising men and the skilful creators of fine direct mail printing, as well as those keen purveyors of newspaper audiences. The wear and tear of their daily activities will be made rosy with new friendships formed, new respect for others engaged in the great job of selling, new angles gained, new vim to carry along the flag of commerce of this slow, but sure, old country.

Dividends did you say? Why, there are to be both dividends and reserve accounts as well as a big

"carry-over" in this second British Advertising Convention.

As a peroration, may I, as chairman of the Finance Committee of the Convention, extend a downright hearty word of thanks on behalf of my colleagues in the north, to those who, by their generous contributions to the fund, have made this Convention possible.

Their open hands enable the Manchester Publicity Club to act as hosts to the delegates in a manner in keeping with the dignity and proud position of industrial Lancashire.

Welcome, then, to this land of Mists and Manufactures. May Dividends accrue to those who *give* and those who *take*.

CONVENTION ITEMS

The Convention Headquarters staff has been in its Blackpool offices all the week, and the telephone operators are now well acquainted with "Blackpool One."

* * *

Air Vice-Marshal Sir Sefton Brancker will fly to Blackpool on Sunday morning, and, weather and tide permitting, will land on the sands.

* * *

A special leaflet on "Commerce by Air" will be issued in connection with the address of the Director of Civil Aviation at the opening session. This has been prepared with the sanction of the Air Ministry.

* * *

The formation of a Direct Mail Association as a body affiliated to the Advertising Association is practically certain to be put through during the Convention.

* * *

A great many delegates have already made a note that they must hear Mr. Allan Jeans of the *Liverpool Post* on the activities of the Press Agent, whatever else they have to miss.

* * *

The Press Representation Session has a big programme to get through and important points to be raised.

* * *

Mr. Moore Hogarth's address on C.O.D. is likely to show some practical developments of the system for the consideration of the P.M.G.



The Tower at Blackpool, the centre of the Convention Sessions

Complete Programme of Business Sessions

Blackpool, May 3—5

GENERAL Opening Session

Monday, May 3, 10 a.m., Tower Ballroom.

Doors open for admission or departure between addresses only.

Presiding : Lt.-Col. E. F. LAWSON, D.S.O., M.C., President, The Advertising Association.

10.15.

The CHAIRMAN.

10.20.

Address of Welcome by Sir WILLIAM H. VENO, President, Manchester Publicity Club.

10.30.

Convention declared open by the EARL OF DERBY, K.G., P.C., G.C.B., G.C.V.O., C.B.

10.45.

The Rt. Hon. Sir ALFRED MOND, P.C., M.P.

11.15.

C. K. WOODBRIDGE, President of the Associated Advertising Clubs of the World.

11.30.

Sir HERBERT MORGAN, K.B.E.

11.45.

Air Vice-Marshal Sir SEFTON BRANCKER, K.C.B., A.F.C., Director of Civil Aviation.

12.15.

P. C. BURTON, Chairman, Programme Committee, Blackpool Convention.

Closing Session

Wednesday, May 5, 10.30 a.m., in the Palace Ballroom.

Presiding : Lt.-Col. E. F. LAWSON, President of the Advertising Association.

10.45.

The Accomplishment of the Convention and Adoption of Resolutions from Departmental Sessions, Sir LAWRENCE WEAVER, K.B.E., Chairman of Resolutions Committee.

11.15.

Presentation of Report on work of National Vigilance Committee, by Mr. HORACE IMBER, Chairman, N.V.C., followed by discussion.

11.45.

Announcement of Convention City for 1927.

12.0.

Presentation to the Advertising Association, by W. S. CRAWFORD, on behalf of Sir

Charles Higham, of a picture to be conveyed to the Poor Richard Club by the British Delegation to Philadelphia.

12.15.

Presentation of New Officers.

Resolution of thanks to the Mayor and Corporation of Blackpool and the organising committee. Proposed by the CHAIRMAN.

Replies by ALDERMAN T. BICKERSTAFFE, J.P., Mayor of Blackpool and Sir WILLIAM H. VENO, President of the Manchester Publicity Club.

Manufacturers' Session and Conference

Monday, May 3, 2.30 p.m., Tower Ballroom.

Presiding : Sir MAX MUSPRATT, K.B.E., President of the Federation of British Industries.

Chairman's Address.

A. M. SAMUEL, M.P., Minister for Overseas Trade.

EDGAR OSBORNE, Governing Director, Osborne-Peacock, Ltd.

J. SANDEMAN ALLEN, M.P., Chairman, Liverpool Chamber of Commerce.

ARTHUR HITT, Director, The British Model House, Ltd.

G. W. GOUGH, M.A.

SYDNEY WALTON, C.B.E.

N.B.—A period of 10 minutes will be set aside during which Air Vice-Marshal Sir Sefton Brancker will be pleased to answer any questions concerning Commercial Airways or the Development of British Trade by Air Service.

DEPARTMENTAL Outdoor Publicity

Monday, May 3, 2.30 p.m., Tower Roof Garden.

Presiding : CYRIL SHELDON, President United Bill-posters' Association.

2.30.

Opening Address by CHAIRMAN.

2.40.

"The Co-ordination of Poster and Press," Sir JAMES OWEN, J.P.

3.10.

"Posters, Their Uses," BARRINGTON HOOPER.

3.25.

"Omnibus and Tramcar Advertising," H. L. SPRATT, Commercial Advertising Agent, London General Omnibus Co., Ltd.

3.50.

"Illuminated Hoardings and Electrical Advertising,"
R. C. HAWKINS, of the British Electrical Development
Association.

Organiser : FRED. W. DURRANT.

Newspaper Executives

Tuesday, May 4, 10 a.m., Palace Italian Lounge.

Presiding : The Rt. Hon. CHAS. A. McCURDY, K.C.

"Are the Activities of the Press Agent Harmful to the
Publisher?" ALLAN JEANS, *Liverpool Post*.

"To What Extent Should Publishers Assist Advertisers
in Developing Markets?" EDWARD H. TILLET, *Leeds Mercury*.

"Are 'Holiday Rates' Good Business?" S. P. THOR-
NETT, *Morning Post*.

"How the Co-operation of the Advertising Agent and the
Publisher Benefits the Advertiser," HORACE IMBER, *Daily Chronicle*.

Suggestions for Newspaper Executives' Session Next
Convention and the Chairman's Summary.

Organiser : F. OSBORNE.

Press Representation

Tuesday, May 4, 10 a.m., Tower Oriental Village.

Presiding : W. NEFYDD ROBERTS, The National
Magazine Co., Ltd.

"Address of Welcome," Sir WILLIAM VENO.

"The Press Representative from a Provincial Agent's
Viewpoint," D. C. CUTHBERTSON, of D. C. Cuthbert-
son Company, Ltd., Glasgow.

"The Compleat Angler" (*with apologies to Izaak Walton*),
SYDNEY WALTON, C.B.E., M.A., B.Litt., Director
of the *Yorkshire Evening News*, *The Eastern Morning
News*, and the *Hull Evening News*.

"Notes from Nottingham," D. ELEY, Advertisement
Manager, Messrs. Boots, Ltd., Nottingham.

"Why this Session Interests Me," Sir CHARLES
STARMER, J.P., Managing Director, *Westminster
Gazette*.

"One Hundred per cent. Representation," Mrs. T. G.
COMERFORD, Director of the Milton Advertising
Agency, London.

"The Indispensable Factor," F. W. SLAUGHTER, London
Manager, *Sheffield Independent*.

Organiser : W. NEFYDD ROBERTS.

Printing and Photo-Engraving

Tuesday, May 4, 10 a.m., Tower Roof Garden.

Presiding : ALFRED LANGLEY.

"How the Printer Can Help to Sell British Goods in Foreign
Markets," J. A. STEMBRIDGE, Vice-President, Federa-
tion of Master Printers.

"Modern Illustration and Art Reproduction," F. WATER-
HOUSE, Chairman, Monotype Users' Association.

"Selling 'Punch' in Direct Advertising," G. F. STOREY,
Storey, Evans & Co., Ltd., Leeds.

"Photo-Engravings and Their Use," H. ENTWISTLE,
Entwistle, Thorpe & Co., Ltd.

"The Press and Direct Advertising," Capt. CHAS.
HIGHAM, *North Cheshire Herald*.

"Better Printing," R. B. SIMNETT, Vice-Chairman,
London Master Printers Association.

"Style in Direct Mail Advertising," ARTHUR CHAD-
WICK, Amalgamated Publicity Services, Ltd.

Discussion invited after each address.

Organiser : A. E. GOODWIN.

Sales Management and Distribution

Tuesday, May 4, 10 a.m., Tower Sea Terrace.

Presiding : J. HOPTON HADLEY, Vice-Chairman, Inc.
Sales Managers' Association.

"Personal v. Press Salesmanship," ALEC NATHAN,
Director, Joseph Nathan & Co., Ltd., and General
Manager of "Glaxo."

"False Doctrine and Heresies of Salesmanship," THOMAS
RUSSELL, Vice-Chairman, Inc. Sales Managers' As-
sociation.

"The Arithmetic of Sales Management—Costs and
Statistics of Selling," J. C. KIRKWOOD, F.S.M.A.,
Manager of Merchandising Department, London Press
Exchange, Ltd.

"How Conventions Help Sales Managers," ARTHUR
CHADWICK, Immediate Past President, Inc. Sales
Managers' Association.

Organiser : STANLEY F. TALBOT, Honorary General
Secretary, Inc. Sales Managers' Association.

Town and Public Service

Tuesday, May 4, 10 a.m., Tower Ballroom.

Presiding : Alderman T. BICKERSTAFFE, J.P., Mayor of
Blackpool, 27 years Chairman of Corporation Advertising
Committee.

10.0

Chairman's Opening Remarks.

10.15.

"Holiday Resort Advertising—A Factor of Success,"
T. C. JEFFREY, Railway Advertising Authority,
L.M.S. Railway Co.

10.50.

"Advertising of Public Services," Mrs. ETHEL M. WOOD,
C.B.E., Director of Samson Clark & Co., Ltd., London.

11.25.

"Selling a Town," T. W. DOCKETT SMITH, Develop-
ment Agent of the City of Cardiff.

12.0

"The Advertising Value of Public Amenities," E.
PRENTICE MAWSON, Architect and Town Planner.

12.30.

Questions and Discussion.

*This time-table allows for questions immediately following
each speaker, with a general discussion during the last half-hour
of the Session.*

Organiser : W. FOSTER, Publicity Manager, Blackpool
Corporation.

Screen Advertising

Tuesday, May 4, 11 a.m., Palace Cinema.

Presiding : S. PRESBURY, Chairman, Screen Advertising
Association.

11.0.

Opening Address by Chairman.

11.10.

Display of Advertising Films and Slides.

12.0.

"Selling British Goods Through British Kinemas," G. E.
TURNER, Publicity Films, Ltd.

12.10.

"Screen Advertising as a Woman Sees It," Mrs. ALFRED
MARLAND.

12.20.

Open Discussion.

12.35.

Display of Special Film of Convention produced by the
Screen Advertising Association.

Organiser : G. E. TURNER.

National Advertisers

Tuesday, May 4, 2.30 p.m., Tower Ballroom.

Chairman: W. H. HARTLEY, Chairman, Incorporated Society of British Advertisers.

Subjects:

- "Co-operation Among Advertisers," W. H. HARTLEY, Chairman, Incorporated Society of British Advertisers, followed by Councillor S. BOLSOM, Director, Bolsom Bros., Ltd.
- "Marketing Fifteen Million Specialities a Week," O. RIVINGTON, Herbert Terry & Sons, Ltd.
- "The Advertising and Distribution of Food Products," D. T. JACKSON, Angus Watson & Co., Ltd.
- "The Practical Possibilities of C.O.D.," A. MOORE HOGARTH, Newton, Chambers & Co., Ltd.
- "What is Wrong With British Advertising?" J. F. RITCHIE, W. & T. Avery, Ltd.

Organised by the Incorporated Society of British Advertisers.

Business Research

Tuesday, May 4, 2.30 p.m., Tower Sea Terrace.

Presiding: C. MAXWELL TREGURTHA, Allied Newspapers, Ltd.

- 2.30. Chairman's Opening Remarks.
- 2.40. "Market Research as the Ally of Advertising," C. F. PLOWMAN, Marketing Consultant.
- 3.10. Questions and Discussions.
- 3.35. "Getting the Facts in a Market Investigation," L. C. BLENNERHASSETT, Manager, London Research and Information Bureau.
- 4.5. Questions and Discussion.
- 4.30. "Some Results Achieved Through Market Research," JOHN C. KIRKWOOD, Manager, Merchandising Department, London Press Exchange, Ltd.
- 5.0. Questions and Discussion.

Organiser: C. F. PLOWMAN.

Direct Mail Advertising

Tuesday, May 4, 2.30 p.m., Tower Oriental Village.

Presiding: ARTHUR CHADWICK, Managing Director, Amalgamated Publicity Services, Ltd., London.

- 2.30. Chairman's Remarks.
- 2.40. "The Running of a Customer's House Journal for Results," CHAS. M. C. SYMES, Advertising Manager, the United Yeast Co., Ltd., London.
- 2.52. Discussion.
- 3.2. "Investment by Mail," Miss GORDON HOLMES, Joint Managing Director, National Securities Corporation, Ltd., London.
- 3.14. Discussion.
- 3.24. "Selling to Professional Classes by Direct Mail," E. H. SPICER, Director, Endocrines, Ltd., London.
- 3.36. Discussion.
- 3.46. "A Partially-Tilled Field in Direct Mail Advertising," D. R. KING, Secretary, Midland Alliance, the Federa-

tion of Master Printers and Allied Trades of Great Britain and Ireland, Birmingham.

- 3.58. Discussion.
- 4.8. "Direct Advertising—Copy," H. B. PICKERING, James F. Newcomb & Co., Inc., New York.
- 4.20. Discussion.
- 4.30. "The Service End of Direct Mail," J. MITFORD VARCOE, Director, Amalgamated Publicity Services, Ltd., London.
- 4.42. Discussion.
- 4.52. "Some Essentials of a Successful Mailing Piece," HARRY PICKUP, Managing Director, Harpic Manufacturing Co., Ltd., London.
- 5.4. Discussion.
- 5.14. "Profitable Publicity other than the Press," A. W. FISHER, Director, J. Pullar & Sons, Ltd., Perth.
- 5.26. Discussion.

Organiser: ARTHUR CHADWICK.

Publicity Clubs' Executives

Tuesday, May 4, 2.30 p.m., Tower Roof Garden.

Presiding: Lt.-Col. H. CYRIL MILLICAN, O.B.E., Hon. Secretary, the Advertising Club of Newcastle-upon-Tyne.

- 2.30. Chairman's Opening Remarks.
- 2.35. Short address by Lt.-Col. E. F. LAWSON, D.S.O., M.C., President, the Advertising Association.
- 2.45. "The Publicity Club and the Municipality," FREDK. E. COOK, Hon. Secretary, Publicity Club of Leeds.
- 3.0. Short Discussions and Questions.
- 3.10. "How to Get the Right Young Men Into Advertising," W. H. HARFORD, Saward, Baker & Co., Ltd., London.
- 3.25. Short Discussions and Questions.
- 3.35—5.30. Short Talks on the Most Important Feature of Publicity Club Work by the following Delegates:—
- "Consolidation," WALTER HENMAN, Publicity Club of Birmingham.
- "Some of the Things We Do," N. THORPE RICHARDSON, Publicity Club of Bradford.
- "Our Special Activities," T. W. DOCKETT SMITH, Publicity Club of Cardiff.
- "After Lunch Lecturettes," D. C. CUTHBERTSON, Publicity Club of Glasgow.
- "Taking the Plunge," J. S. RHYS, Advertising Club of Hull.
- "Some of Our Stunts," T. A. GREHAN, Publicity Club of Ireland.
- "Our Study Circles," C. MAXWELL TREGURTHA, Publicity Club of London.
- "Our Associate Section," E. R. CROSS, Publicity Club of Manchester.
- LORNE C. ROBSON, Advertising Club of Newcastle-upon-Tyne.
- "Instructional and Community," E. KINGSLEY-BELSTEN, Publicity Club of Oxford.
- "How We Organised," Miss MABEL RAMSDEN, Publicity Club of Nottingham.
- "Our Psychological Course," Miss MURIEL ATKINS, Regent Advertising Club (London).
- "Our Educational Work," VICTOR SALTER, Advertising Club of Ulster.
- "The Fuller Official Recognition of Women in the Co-operative Work of the Profession," Mrs. ETHEL M. WOOD, Women's Advertising Club of London.

The Value of the Convention to Provincial Newspaper Men

By W. H. Andrew, *Past President, Lancashire and Cheshire Federation of Weekly Newspapers*

I CONSIDER that the chief value of the Convention to provincial newspaper men is that it brings the London advertising man in touch with the provinces. The provincial man, whether he be a newspaper man, an advertising man or an advertiser, is well in touch with London, but is London well in touch with the Provinces? I am speaking, of course, on the assumption that London is the English centre for the giving out of advertising.

The provincial newspaper benefits from the Advertising Convention for the above reasons even if held in London, but the provincial newspaper benefits still more from a Convention that is held in the provinces. A provincial Convention brings the London man out of London, brings him in touch with the provincial newspapers and in touch with provincial industries. Such contact and such exchange of view is bound to benefit the provincial newspaper.

A Complaint with Humour

We provincial newspaper men complain, although with the greatest of good humour, that the London advertising man does not sufficiently realise the importance of the provincial newspaper. After a successful Harrogate and still more after a successful Blackpool no doubt the provincial newspaper man will have less complaint and still more good humour.

The provincial man knows that the local paper is a friend in almost every home. In some cases it may not appear to be as well produced or as large as the greatest of the national journals, but, at the same time, it carries that local and familiar touch which is dear to the heart of the provincial reader.

The provincial newspaper man understands the wants of the public he is catering for, he understands the character of his readers and he understands the nature of the reading matter required, that is why there is no paper more solidly founded than the local provincial newspaper. If it is well run, nothing can shake it. Such matters as these have been talked over in Advertising Conventions and the provincial newspaper man is grateful for the strong case that is being made out for his paper.

To turn things round a bit, the contact of the London advertising man with the provincial newspaper man is of much benefit to the latter. The local man may tend to become too local and narrow in his outlook, and to mix with the big men in the advertising



The Tower Ball Room, where the Opening Session, Manufacturers' Conference, National Advertisers and Town and Public Services Sessions will be held

world is distinctly broadening to the provincial man in his own business.

Yes, the provinces tend to become too provincial, and this great meeting of all kinds of men interested in advertising has a broadening effect on the provincial man. After such a Convention he should understand better how to go after business, and also understand how much more business there is to be got. Thus

there is give and take, and everyone benefits.

Long live the provincial newspapers, morning and evening and weekly! My own inclination would be to put in a special word for the local weekly newspaper which of all papers in the country is the family newspaper, with almost every copy delivered to a home. However, this propaganda has been done by abler men.

The Woman's Point of View

By Ethel M. Wood, *President of the Women's Advertising Club of London*

FRANCIS BACON wrote: "I hold every man a debtor to his profession; from the which of course as men do seek to receive countenance and profit, so ought they of duty to endeavour themselves by way of amends to be a help and ornament thereunto."



Mrs. Ethel M. Wood.

The same writer said a lot of wise things applicable to business, but I will content myself with quoting one more: "Reading maketh a full man, conference a ready man, and writing an exact man."

Already, therefore, I have given you two excellently good reasons for going to Blackpool, far better expressed than they could have been by me.

To be a help, let alone an ornament, to one's profession, involves study and knowledge, and a perusal of the programme for the Convention shows that ample opportunity is going to be provided for everyone to acquire the one by means of the other.

The programme committee have given evidence of their appreciation of the real value of these Conventions, both by reducing the number of entertainments, and by endeavouring to arrange the time-table in such a way as to enable all serious-minded delegates (which, of course, includes all the women) to attend as many sessions as possible.

I can honestly say that I have never come away from Conventions of this character without a definite sense of having increased my understanding of, and enthusiasm for, my trade, and that the addresses and debates open up countless new lines of thought which one can afterwards develop and profit by at leisure.

Convention Day-to-Day Diary

Details of Blackpool Happenings, Business and Social

Saturday, May 1.

Morning.—10.30 a.m. Delegates' Special Train leaves Euston for Blackpool.

8 p.m.—Mayor of Blackpool's reception to the delegates at the Tower, followed by a dance. (Evening dress.)

Sunday, May 2.

11 a.m.—Service at the Parish Church, Church Street, with Special Sermon by Canon Little, and services at other churches, for which see programme on page 178.

Afternoon.—Motor coach tours to Windermere and elsewhere.

Evening.—Concert by Jack Hylton's Band in the Tower Ball Room.

Monday, May 3.

10 a.m.—Opening Session.

2.30 p.m.—Manufacturers' Session.

2.30 p.m.—Outdoor Publicity Session.

Afternoon.—(Ladies only) Tennis Tournament and Mannequin Parade.

8 p.m.—Banquet at the Tower and Winter Gardens, followed by a dance.

Tuesday, May 4.

10 a.m.—Sessions of Newspaper Executives in Palace Italian Lounge; Press Representation in Tower Oriental Village; Printing and Photo-Engraving in Tower Roof Garden; Sales Management and

Distribution in Tower Sea Terrace; Town and Public Services in Tower Ball Room.

11 a.m.—Screen Advertising Session in Palace Cinema.

2.30 p.m.—Sessions of Business Research in Tower Sea Terrace; Direct Mail in Tower Oriental Village; National Advertisers in Tower Ball Room; Publicity Clubs' Executives in Tower Roof Garden.

Afternoon.—Motor Tour for ladies only to Hotel Majestic, St. Annes-on-Sea, for Thé Dansant. Male delegates conveyed after session to St. Annes to join the ladies.

8 p.m.—Grand Ball and Midnight Cabaret with Jack Hylton's Band, at Tower Ball Room.

Wednesday, May 5.

9 a.m.—Annual General Meeting of Council of the Advertising Association at the Imperial Hydro, to elect new officers and select town for 1927 Convention.

10.30 a.m.—Closing Session in the Palace Ball Room.

Afternoon.—Motor Tours to Waring and Gillow's Cabinet Work, at Lancaster; to Horrocks Crewdson's Cotton Mills at Preston, and to Stonyhurst College.

Evening.—Gala Ball at the Imperial Hydro.

Thursday, May 6.

All Day.—Motor trip to Southport.

Golf Links and Tennis Courts will be available for delegates and Swimming Bath, both indoor and open-air, on production of Convention badge, throughout the duration of the Convention.

SUCCESS!

The

Westminster Gazette

Wishes every success to the second British Advertising Convention at Blackpool, and is confident that increased prosperity will result from its efforts.

GEORGE WHITE,
Advertisement Manager,
Westminster Gazette,
169, Fleet Street,
London, E.C.4.

As the year
1926
unfolds
there is increasing demand for Saward Baker Service

JAN



J & F COATS & CLARK
 & CO. LTD, PAISLEY.


FEB



MURRAY'S MELLOW MIXTURE
 RESLAW HATS



MARCH



CORAH & SONS, LTD.
 St. Margaret Under -wear & Hosiery

APRIL



The NORTH BRITISH RUBBER CO. LTD.
 Tyres, Footwear, Flooring, etc.

MAY



DEL MONTE CANNED FRUITS



Clients

1912

GLAXO
 MACDONALD SMITH
 DAISY LTD.

1913

IRON JELLOIDS
 McCLINTON'S
 COLLEEN SOAP
 PALATINE SPORTS
 SHOES

1914-1919

A. WANDER & CO.
 LTD.—

OVALTINE

GIBBS DENTIFRICE

GIBBS
 COLD CREAM SOAP

GIBBS
 SHAVING STICK

1920

POMPEIAN BEAUTY
 PREPARATIONS

1921

FITU CORSETS
 HEY & HUMPHRIES
 BENGUE & Co.

1922

NIL SIMILE SHOES
 CRISTOLAX

Clients

1923

HAYMILLS HOUSES
 WALTERS
 PALM TOFFEE

1924

ROTHMAN'S PALL
 MALL CIGARETTES

YOUNGER'S
 SCOTCH ALE

GIBBS
 SHAVING CREAM
 LONDON SCHOOL OF
 JOURNALISM

NATIONAL BANK

A. BOURNE & Co.
 LTD.

OVALTINE RUSKS

1925

BARKER & Co.
 (COACHBUILDERS)
 LTD.

DROMEDARY DATES

SEASHELL TOBACCO

VULCAN MOTORS

FORTIPHONE

WEST RIDING
 BOTTLING CO. LTD.

OSDA DESKS

JECOMALT

Telephone
 HOLBORN
 5528 (3 LINES)

SAWARD, BAKER & Co. Ltd.
Advertising from A to Z
 27 CHANCERY LANE, LONDON. W.C.2

Telegrams
 SABAZLA
 HOLB LONDON

An Intimate Talk Broadcast from the **YORKSHIRE EVENING POST.**

"FROM COAST TO COAST."

WHEN the men who are interested in the best forms of publicity are at Blackpool next week, will they be good enough to take note that the *Yorkshire Evening Post* is on sale there each evening—not specially for the Convention, but in the ordinary course of business?

If it happens that they are in Morecambe at night, they will find the ubiquitous "Late Buff" there also. Supplies of the *Yorkshire Evening Post* have been sent to both places nightly throughout the winter; not in competition for the profuse favours of Blackpool with the Manchester, Liverpool, Blackburn and Preston evening papers, to say nothing of the admirable tri-weekly local paper, but because there is a call from Yorkshire people now settled on the Lancashire coast for the paper to which they were accustomed in their old haunts.

From Whitsuntide onward our nightly supply of 17 dozen copies to Blackpool will increase, the peak figure being reached in August. We mention the extent of the present supply, small as it is, because the wonder is that so many people on the Lancashire coast should be content to await and buy an evening paper printed in a city over three hours distant by rail!

Which enforces the point we wish to make. It is no idle boast that the *Yorkshire Evening Post* circulates in eight counties. It does not profess to cover the whole of these counties (the one exception being Yorkshire), but it is wanted in important sections of each of them, and, of course, a big stretch of Lincolnshire and part of Nottinghamshire is specially catered for in the edition printed at Doncaster.

On four Fridays recently we have published an evening paper of sixteen large pages. 72 columns of advertisements! This is the measure of the confidence which those who have goods to sell repose in "The Late Buff," and we are glad that the bold policy in recent years of extending our plant in advance of immediate requirements has enabled us to meet such a heavy demand for advertising space as it arises—and this without detriment to the news columns.

From Coast to Coast
The *Evening Post*.

Albion Street,
Leeds.

Scot Lane,
Doncaster.

Printers and Engravers in a Joint Session

Many Aspects of Typography and Process Work to be Discussed
—Exhibition of Art and Printing

By A. E. Goodwin, *Secretary, Federation of Master Printers and Allied Trades*

THE Printing Session at last year's Convention at Harrogate was one of the best attended.

This year, printers and engravers are working together in a Printing and Engraving Section and that can only add to the interest of that particular phase of advertising.



Mr. A. E. Goodwin

The Chairman will be Mr. Alfred Langley, of the Euston Press and the Federation of Master Printers; Mr. J. A. Stembridge will read a paper on "How the Printer can Help to sell British Goods in Foreign Markets," dealing very largely with the compilation and preparation of catalogues for distribution abroad; Mr. R. B. Simmet, of the well-known firm of Sanders Phillips and Co., will speak on "Better Printing"; Mr. H. Entwistle, of the Manchester Publicity Club, on "Photo Engravings and their

Use"; Mr. G. F. Storey, of Leeds, will deal with "Selling Punch in Direct Advertising," and Capt. Charles Higham with "The Press and Direct Advertising." Capt. Higham is not in any way related to his namesake and, we understand, their views do not coincide. Mr. F. Waterhouse will give a paper on "Modern Illustration and Art Reproduction." Mr. A. N. Chadwick, the Hon. Treasurer of the Advertising Association, is speaking in the Printing and Engraving Session on "Style in Direct Mail Advertising." Discussion is invited after each address.

This is a Section that should certainly attract a very large number of advertising men who do not have many opportunities of coming into close touch with the practical difficulties of the printer and the engraver. The section meets in the Tower Roof Garden on Tuesday, May 4, at 10 a.m.

The Exhibition of Printing and Art for Advertisers is being organised this year by the Federation of Master Printers and is being housed in the Blackpool Art Gallery. A much wider range of printed advertising will be on view than before and will include all kinds and descriptions of printing.

Twenty Million Prospects at the Films

By G. E. Turner, *Organiser, Screen Advertising Session*

The main theme of the Convention—"Sell British Goods"—is a particularly happy one for us to follow

in the Screen Advertising Session. The purpose of the Convention we take to be the exploration of every avenue for selling goods available to British manufacturers. Not the least of these is represented by the 3,500 odd cinema screens in this country with their weekly audience of 20 millions.



Mr. G. E. Turner

We have been far too slow to realise the influence exercised on public opinion by what is practically a foreign monopoly of British screens. Screen advertising has at least done something to keep alive a British

element in the kinema programme. The addresses at the Screen Advertising Session will be short practical talks, supported by a display of publicity films and slides, on how the kinema-screen can be used to sell British goods.

A feature of the programme will be a film to be taken in Blackpool of the first few day's activities at the Convention.

SURVEYING THE HOME MARKET

It will be recalled that the *Daily Chronicle* has recently been running a series of articles on "The World Race for Trade." The last of these articles was published on April 20, and there is no doubt that they have aroused a tremendous amount of interest.

To supplement this series, the *Daily Chronicle* is publishing a number of articles on the home trade. The first object is to supply business readers with information of practical interest, and the general public with help towards understanding the business point of view.

 ADVERTISING TO THE CONSUMER AND RETAILER



Refreshment for mind and body

118,573 Hotels, licensed houses and wine and spirit merchants supply liquid refreshment of all kinds for the population of the British Isles.

Consider that the **NEWS OF THE WORLD**, with its net sales of over 3,000,000 copies weekly, is read by more than 9,000,000 worth-while individuals; that this is **one-fifth of the total population of the British Isles, and includes 23,715 retailers licensed to sell beers, wines and spirits.**

Little thought is then needed to realise the prime importance of the **NEWS OF THE WORLD** for a simultaneous appeal to trade and public.

NEWS OF THE WORLD

Advertisement Department
6, BOUVERIE STREET E.C.4.



A MASTERPIECE

To enable the illustration to pull its weight, the block used must be a veritable masterpiece of accuracy. For it is upon the quality of the block that depends the prominence of the illustration among its fellows, and its power to hold attention.

To ensure blocks of the highest quality that faithfully portray your originals, go to



'Phones: { Central 1804.
City 5971.

**"Blocks That Tell
ARE THE
Blocks That Sell"**

The Session that will Make Them Think

A Book the Key to Manufacturers' Conference

By W. H. Harford (*Organiser, Manufacturers' Session*)

THE Manufacturers' Conference next Monday afternoon is a success already!

No doubt when it is all over some people will ask "What practical result did it achieve?" We can give them the answer now. The answer will be, "It made people think." Already the book which the organisers of this conference were responsible for producing, without accepting any responsibility for the contents, has made people think, talk, and write in the newspapers up and down the land, on the vital problem of "How to Sell More British Goods."

Reviews by

Sir Ernest Benn

and

Mr. H. S. Oakley
of

"The Road to More Markets"

appear on

Pages 170 and 172.

I shall be surprised if there is not considerable diversity of opinion among the speakers as to the theme and conclusions of the author of the book. By the ventilation of differences shall we find the right road to more markets. By consideration and discussion of the neglected science of selling shall we find trade salvation.

Fortunate indeed are we in our speakers. Sir Max Muspratt, the chairman, is the new president of the Federation of British Industries, and has most intimate association with Lancashire trade as chairman of the United Alkali Co., Ltd. He will probably tell us that he knows nothing about advertising. We know that he does know something about selling, and he certainly knows more than most men about the condition of British industries.

The reputation of Mr. A. M. Samuel, M.P., is a rapidly growing one. Since he became Secretary for the Department of Overseas Trade, the importance and value of that Department to the trading community has become more apparent than ever before.

The Permanent Secretary of the Department—Sir William Clarke—will be present, and has expressed his willingness to give any information asked for on the activities of the Department.

It will be recalled that Mr. Arthur

Hitt was one of the most interesting speakers at the Manufacturers' Conference at Harrogate, since when he has helped to found that interesting experiment, the British Model House, of which he is a director. We expect some lively statements from Mr. Hitt.

Cotton Publicity

Mr. Edgar Osborne, whose reputation as an advertising man needs no embellishment, has been given a completely free hand to deal with the subject as he thinks fit. But his work in attempting to convert the Lancashire cotton trade to a keener realisation of the value of intensive selling effort has been a monument of endeavour for advertising, and he will meet with a most cordial reception.

Mr. Sandeman Allen, M.P., Chairman of the Liverpool Chamber of Commerce, is, as far as I know, a new voice at gatherings associated with selling and advertising matters, and new voices we want to hear.

Mr. G. W. Gough may be placed in the same category. He is a forceful and eloquent speaker, and in business circles is always listened to with great interest because of his grasp of economic problems.

Finally, Mr. Sydney Walton, who has given to the organisers considerable help by way of sound advice and new suggestions, will bring to bear on the discussion that lucid mind with which advertising men are familiar.

Shall we pass a resolution? I do not know, and I do not very much care. Resolutions are all right, but what is of more importance is the spirit that will be engendered. There will be the right spirit.

TRUTH IN ADVERTISING—

The following letter from Mr. Hannen Swaffer, the *Daily Express* dramatic critic, appeared in the *Express* on Wednesday:—

SIR,—In my criticism of "The Unseemly Adventure," wishing to be kind to a most unpretentious effort at humour, I used the following paragraph:

The audience last night laughed when the youth boiled eggs in a lane for twelve minutes instead of three; they laughed when he nursed a baby and the baby cried; and they laughed when he was arrested for a burglary that he had not committed. It is a change, in these days, to find something clean. So I must not complain.

To my surprise, I found these words, when used in an advertisement last night, condensed into the following exaggeration:

"The audience laughed . . . they laughed . . . and they laughed."

This I regard as the funniest thing I know about the play.

FACTS AND SIMPLICITY

The most effective advertising is that which sets forth facts. And facts are more convincing when put simply.

We have long proved that the public is literal minded. Advertising cannot be too explicit. Advertisements are not expected to provide great art or fine rhetoric but to give a simple, interesting and truthfully convincing statement and presentation of the product.

Our aim is "to sell"—not merely "to show."

MATHER & CROWTHER LTD

Modern Advertising

10-13, New Bridge St., London, E.C.4

We welcome any opportunity to acquaint business men with details of the Mather & Crowther Service. We invite them to come and see how we do things.

CUMBERLAND WESTMORLAND South of SCOTLAND

Reach the people of over 300 towns and villages in these prosperous districts by means of the leading Cumberland Newspaper.

The Carlisle Journal

1926 Advertising in the Northern Counties is even greater than that of 1925. This fact is making advertisers who have already used space repeat their orders, and those people who use the columns of "The Carlisle Journal" for the first time will surely take more space later on. For 128 years "The Carlisle Journal" has been recognised as the first paper in Cumberland.

**Published Tuesdays and
Fridays.**

*Apply for rates and specimen
copies.*

Head Office: 60, English Street,
Carlisle. **Tel. Carlisle** 50.

London Office: 66, High Holborn
W.C.2. **Tel. Chancery** 8246.

Advertising and Economics

An Individualist Takes up the Challenge of the Author
of "The Road to More Markets"

By Sir Ernest Benn

I AM immensely pleased to see the definite attempt to link up advertising and economics in the pamphlet written at the suggestion of the organisers of the Manufacturers' Conference connected with the British Advertising Convention. Mr. Harford and Capt. Charles Higham are to be congratulated on the selection of an economist to write the pamphlet, whose only serious fault is that he appears to be a poor advertiser and prefers to remain anonymous.

In my "Confessions" I tried to bring out the point of this pamphlet, which is that the work of selling or distributing a commodity is often, if not always, quite as difficult and quite as important as the work of making it. If this thought can be driven into the minds of the people as a whole, a complete change would come over public and political discussion of industrial matters.

A Fault Overlooked

The pamphlet also does well to emphasise the fact that all the old masters of political economy overlooked this most important side of the matter. That was, perhaps, hardly their fault, for Bentham, Mill, Adam Smith and Cobden were all writing and agitating at a period when we had yet to learn how to make goods, and before machinery and power had so largely supplanted manual effort. British goods sold themselves when Smith published his "Wealth of Nations." The weakness of political economy, in this respect, has been rectified to some extent by Binney Dibblee in his "Supply and Demand," but much more work along these lines is necessary before the truth will be recognised by students generally.

I find myself in complete agreement with the writer of the pamphlet on most of his main points. It is, to me, obvious that there is no limit to the Home Market, though why he should put so much emphasis in this connection on the "Home Market" I fail to see. There are to me no limits to any market, except those imposed by artificial restrictions and political obstructions. The author is not telling the whole truth when he talks of "stationary exports" and shows that in money values on a 1913 basis the exports in the last few years have failed to expand. If he had given quantities instead of values his argument would have been spoilt, for it is a fact that as our prices have very slowly become more reasonable, quantities of exports have expanded and trade has been to that extent better.

The Weakest Spot

The weakest spot in the pamphlet is its handling of the question of the

Overseas Market. The writer has been led into the error of the politician and talks about the decline in the purchasing power of foreign peoples, contradicting himself in a later paragraph when he calls attention to the growth of the exports of the United States. He would be on firmer ground if he put the blame for our export difficulties on high prices at home, caused generally by Trade Union restrictions and oppressive taxation.

I also find myself somewhat out of sympathy with the writer when he extols the modern mania for organisation. He coins a new phrase, "the giant agency of organised knowledge." As an old-fashioned individualist I beg leave to doubt. At a moment when organised knowledge has landed us with a quarter of a million surplus men in the mining industry, and a shortage of an equal amount in the building industry, I do not think that the Advertising Convention will be wise to stress the organisation idea too hard. In the same way I venture to object to the way in which the pamphlet blesses what to me is the absurd idea of co-operative coal selling. I have yet to discover that co-operative marketing is a more efficient instrument than individual "push and go."

The Advertising Convention can, no doubt, be trusted to put its Economist right on this matter, for he talks of psychology, and there are no better judges of psychology than the men who will meet at Blackpool next month. If the co-operative notion is good for coal, why not for drapery, or anything else? Is it suggested that if Selfridge, Harrod and Whiteley adopted grouping advertising and put all their weight behind the idea of buying at stores that they would do as much trade as is done by the present separate method? The author of the pamphlet is a bad psychologist. He forgets that the public suspects the group idea, and if the three stores mentioned made a joint appeal the psychological reaction would develop an atmosphere of suspicion in the public mind, and reduce the desire to spend. As things are at present the competition between these stores engenders a confidence which creates a market from which they all benefit.

But I did not set out to criticise. I am all too glad that the Advertising Convention should have this challenge thrown down to it, and if Blackpool will take it up seriously much more good to trade will ensue than from any previous discussion among advertising men.

From Far Afield

The Northern Whig, in its efforts to advertise Ulster, has had replies from as far afield as Cincinnati, Ohio.

The Derby Ascot



These important events

mean a great deal to every Sportsman, and as much, and more, to every advertiser whose goods appeal to the thousands of well-to-do Sportsmen—and Sportswomen—in town and country, at home and abroad.

To reach this particular public, at the zenith of the Social and Sporting Season, when luxury Shopping is at its height, there is no sounder place for a display of high-class goods than the Advertisement pages of the

SPECIAL **2** NUMBERS

The Derby Number of May 29

The Ascot Number of June 12

Published with a greatly increased circulation, no increase in advertising rates, and a profusion of special features and extra pages, including many in colour by the new and successful colour-photogravure process, by the Sportsmen's favourite picture paper.

The Illustrated

SPORTING & DRAMATIC News

Rate Card and further particulars with pleasure from DUDLEY C. MADDICK
Advertisement Manager, 172, Strand, W.C. :: :: :: Central 9013.

A Financial View of a Provocative Booklet

"The Road to More Markets" as a City Expert Reads it—New Outlook on Foreign Trade

By H. S. Oakley, *the well-known financial journalist*

HAD I been asked what British Industry is most in need of I think I should have answered: "The restoration of our export trade, more up-to-date methods of production and closer co-operation between Capital and Labour." I should have been wrong. At least that is the impression which steadily forced itself on my consciousness as I read "The Road to More Markets: A Challenge to British Manufacturers."

Not that the things I have mentioned are unimportant. There is no suggestion of that. They are just addenda. The central and vital need is something entirely different. The little book in which the secret is revealed is designed, and I should say destined, to produce a sensation among the manufacturers who take part in the Advertising Convention at Blackpool. It is described by the Hon. Organisers of the Convention as "challenging and provocative." I quite agree. It is the work of a "well-known economist" who was invited by them to give his unbiased views on the present economic situation of Great Britain.

Learn to Sell

He is no pessimist. The British employer and the British workman still lead the world in capacity and inventiveness. They need to do two things. Exploit their Home markets and learn how to sell their goods. Here is the last sentence in the book:

"The business man of to-day must take advantage of all the specialised knowledge and trained ability which he can command, and not least or last of the extensions and applications of the science of selling which are the keystone of modern economics."

The "keystone of modern economics." This is a big claim to make, and one which generally accepted might easily cause a revolution in our industrial methods. Yet it is the inescapable conclusion to which this graphic sketch of industrial conditions leads. In accepting the conclusion one need not necessarily follow the writer through all the by-ways of economic thought into which he makes brief excursions. It is sufficient to keep to the broad track which he beats out through the difficulties among which British Trade is now struggling.

His first challenge to orthodox economic thought is his declaration that there is nothing sacrosanct about foreign trade. A market is a market wherever it may be. "It may be taken for granted," he says, "that there is not in foreign trade, merely

because it is foreign, anything of special advantage to the country engaging in it." John Bull is not dying nor giving up business because his foreign trade appears to be stationary. Serious though the figures may be they are not final. "They call for action, not a funeral service."

The problem is, what action? First of all we must get rid of our obsession. Foreign trade! Forget it! We must turn our attention elsewhere. There is a huge market only partially exploited at home. He points us to the United States where prosperity has its home. "The secret of American success," he declares, "is at bottom due to the ardent faith of all American producers in the expansive powers of the home market." He does not try to minimise the many factors that aid to make the American home market. High tariff walls, natural resources, a huge population of course play not unimportant parts. All he desires to impress on us is the fact that there is here a huge Home Market "the demands of which are at present far from saturation point." Concentrate on that Home Market, he urges, and all the problems involved in the restoration of our foreign trade will be solved. "It is through the expansion of the Home Market that we shall get back into our full foreign market."

The Orthodox Thought

It is not easy for most of us to forget the decline in our foreign trade even for a moment, so absolutely dependent are we on it for our physical sustenance and the raw material of many of our greatest industries. Imports are more than half our life and they cannot be paid for except by exports or services. But we are not told to forget foreign trade altogether; only just for the moment. There are goods we can make, there are people at our doors who could buy them. Why don't they? Here is where our writer finds fault with all orthodox economists. They can explain to a nicety how markets will work but they have little or nothing to say on how they are to be discovered. This is where the Science of Selling to which we must look for industrial salvation comes in. "When an article is made the battle is only half over," we are told. Yet it is on the making that attention is chiefly concentrated.

It is true enough that human needs are largely a matter of habit and environment. We need what we are told we need. There are a thousand and one things, from collars and ties

to cinemas and wireless, without which life to-day would be empty indeed. Yet our forefathers did not have them and they were not unhappy. But it may be asked, indeed the question arose in my own mind, is there enough purchasing power in this country to support this expansion of the Home Market which scientific selling will create? We may regard many things as necessities but if we cannot purchase them it is futile for anyone to make them. The writer of this book promptly evicts such doubts from our minds. "Purchasing power" he declares, "is producing power. Considered as an economic whole a country that makes goods makes markets, and as it makes more goods it makes more markets."

Fetishes

All the old fetishes regarding Supply and Demand he throws overboard. They are in fact the same thing. Exports and imports the world over are the same thing. The grower in the United States of the raw cotton which figures in our imports is the creator of the market for the finished cloth which we return as exports. Of course it is not enough merely to produce goods. No man can make anything he likes in any quantity he chooses and be certain of selling his whole output at a price completely satisfactory to himself. The market has to be sought for.

"The science of selling is based on this important principle. Its starting point is the factory door. Its goal is the customer's home. It operates on that second half of the consumer's price which on an average is added after the article has been made and before it is bought. The science of selling takes for granted that markets exist and concerns itself with the task of finding them."

This task has been rendered easier by the modern development of the art of advertisement, one of the most practical applications of the science of selling. The good salesman makes good because he is a "live wire," a marked personality dealing direct with another human being. Selling power to-day, however, must reach far beyond all possible personal contacts if it is to render the service demanded of it. It must become impersonal. It must attack the psychology of the mass. Thus the printed word has become the chief agent of the science of selling. By its expert use the markets for which every producer is longing can be discovered.

There is no doubt that the book is "challenging and provocative." I felt time after time as I read it a keen desire to cross-examine the writer on some of his assertions. But after all small differences of view are unimportant. There is an idea in the book which if thoroughly absorbed by those to whom it is offered cannot fail to add something to the driving power of British industry.



Don't lose your good looks!

Left to itself your skin will gradually but inevitably lose its clearness and fine texture and become wrinkled and otherwise blemished. But if every night you give your face a Pomeroy massage, then, despite advancing years and the strain of life, you will keep it wrinkle-free and youthful looking. It is the nourishment in Pomeroy Skin Food that accomplishes this wonderful work of rejuvenation.

POMEROY SKIN FOOD
2/3 a jar at all Chemists, Stores, etc.
Mrs POMEROY LTD., 29 OLD BOND ST., LONDON, W.1.
Face Treatments at 281 Sauchiehall Street, Glasgow

POMEROY DAY CREAM
2/6 a Vase, at Chemists, Stores, etc., everywhere
Mrs POMEROY LTD., 29 Old Bond St., LONDON, W.1
Face Treatments and Electrolysis at 281 Sauchiehall St., Glasgow

POMEROY SKIN FOOD
2/3 a jar at all Chemists, Stores, etc.
Mrs POMEROY LTD., 29 Old Bond St., London, W.1
Face Treatments at 281 Sauchiehall Street, Glasgow.

Pomeroy Publicity

"You are always ready to give earnest and immediate attention to the problems of our business, regardless of whether the problem directly concerns advertising. And we have found your help of the utmost value."

There were more roses in the bouquet, but the above is sufficient to indicate what an esteemed client and national advertiser thinks of Potter Service.

The only thing to add is that the same service is available for other equally fine products, provided they do not clash with those of existing clients.

VISIT THE POTTER GALLERY—AN INVITATION
The Pomeroy account is just one example of Potter Publicity. Prospective advertisers are cordially invited to call to see the large collection of framed specimens of advertisements designed and placed by the Agency for many well-known houses.

Brochure "World Wide Publicity" describing Potter Service—free to executives.

Fred^k.E.Potter,L^{td}

Imperial House, Kingsway, London, - W.C.2

Telegrams: "Exultation, Estrand, London." Telephone: Regent 3366 (4 lines).
Members of the Association of British Advertising Agents (Incorporated).



New Move in Direct Mail

Meeting to Discuss an Association During the Convention—
Interesting Papers at the Session

By Arthur Chadwick, *Organiser of the Session*

THE Direct Mail Advertising Sessions are always an attraction at any Convention where business advertising people are called together, and the Session which is to be held as part of the Advertising Convention at Blackpool will be no exception to this rule. The acceptances of invitations to attend this Session have been extremely satisfactory, and a good audience is confidently expected.

The programme contains some extremely interesting talks by well-known people in the advertising world, who are masters of their subject. These include:—

"The Running of a Customer's House Journal for Results," by Mr. Chas. M. C. Symes, Advertising Manager, The United Yeast Co., Ltd., London.

"Investment by Mail," by Miss Gordon Holmes, Joint Managing Director, National Securities Corporation, Ltd., London.

"A Partially-tilled Field in Direct Mail Advertising," by Mr. D. R. King, Secretary, Midland Alliance, The Federation of Master Printers and Allied Trades of Great Britain and Ireland, Birmingham.

"Direct Advertising—Copy," by Mr. H. B. Pickering, James F. Newcomb and Co., Inc., New York.

"The Service End of Direct Mail," by Mr. J. Mitford Varcoe, Director, Amalgamated Publicity Services, Ltd., London.

"Some Essentials of a Successful Mailing Piece," by Mr. Harry Pickup, Managing Director, Harpic Manufacturing Co., Ltd., London.

Following the Session a meeting is to

be held for the purpose of considering the formation of a Direct Mail Advertising Association.

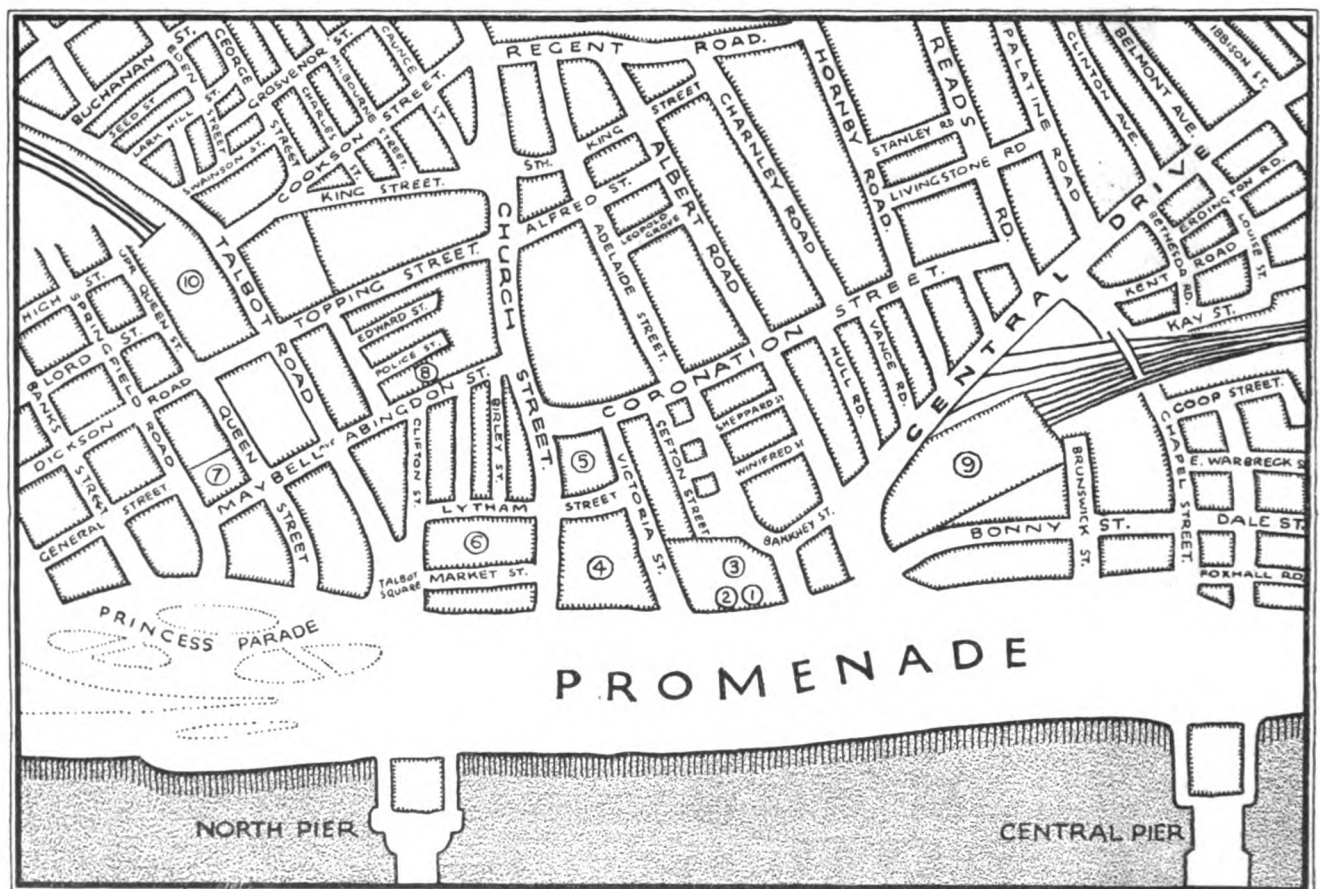
For some time past there has been a growing demand for such an Association which would be open to all interested in this important branch of Advertising, and there seems little doubt that definite steps will be taken towards the creation of such an Association.

The meeting is timed for 5.45 p.m. in the Tower Oriental Village on Tuesday, May 4, and any who are at all interested in Direct Mail Advertising or have suggestions to make will be welcomed at the meeting.

Pavement Advertising

The Islington Borough Council recently adopted a by-law which stated that "no person shall, for the purpose of advertising or for any other purpose, deface the footway or roadway of any street in the borough by writing or any other marks." The Secretary of State, whose approval of this by-law was sought, considers that the words "or for any other purpose" should be deleted, since they might be held to cover a number of trivial and harmless acts.

A Key Map to Blackpool



The principal points of interest for delegates are: (1) The Tower. (2) ADVERTISER'S WEEKLY Information Bureau. (3) The Tower Ball Room. (4) The Palace. (5) The Palace Cinema. (6) Town Hall. (7) Public Library. (8) The General Post Office. (9) Central Station. (10) Talbot Road Station. The Convention Headquarters are at the corner of Victoria Street and the Promenade, and the Hotel Metropole and the Imperial Hydro are on Princess Parade.

161,634

Average Monthly Nett Sales of

THE STRAND MAGAZINE

for Six Months ended December, 1925

¶ Proud as we are of these figures, we are not solely concerned about the *number* of copies we sell each month.

¶ We are not solely concerned about the *number* of stories and articles we publish each month.

¶ We are not solely concerned about the *volume* of advertising we carry each month.

¶ But we *are* greatly concerned about the type of reader we attract, and their appreciation; the *quality* of the literature we provide, and the *class* of advertising we carry month by month. We are concerned about

QUALITY

OUR readers (discriminating people of the prosperous classes) know that the stories and articles we monthly set before them are the best being written to-day—that in “*The Strand*” they’ll always find the highest order of Magazine literature that wit can discover or money can buy—perfect, impeccable, according to all standards . . . humorous, literary, educative, adventurous, just human and . . . moral.

There is nothing in “*The Strand*” the most critical could criticise, or the most fastidious view with doubt.

Our readers know, too, that the quality of “*The Strand’s*” advertising is of an equally high order—that the contents of the advertisement pages have been as carefully invited and rigorously edited to meet their tastes and many needs.

And advertisers know that it is this consistent all-round quality which counts. Those with an honest proposition and goods of strict quality to sell know without any shadow of doubt that they can find by far their most profitable and responsive public amongst the quality circulation of *The*

Strand Magazine

Thinking Printing Selling These Three

SOMETIMES you are struck by the aptness and suitability of a piece of printed matter which comes under your notice. The appeal is forcible; the size, shape and "get-up" commendably appropriate, and you wonder how it is done.

You are examining a piece of work in which careful thinking has preceded printing (not followed it). The result interests every recipient and secures consideration for the offer it sets forth. The goods it advertises are half sold.

If you have never met printers capable of putting salesmanship into your printed matter you are faced here and now with service which thinks, prints and sells (in that order). Get more information and let Percy Brothers submit ideas and suggestions. Write to:—

PERCY

Brothers Ltd.

The Hotspur Press
Whitworth Street West,
MANCHESTER

Telephone: Central 6844/5.
Telegrams: "Hotspur, Manchester."

London Office:
170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagcent, Fleet, London."

Sales Management Questions that will be Discussed

Policy, Heresy, Arithmetic and Value—Four Prominent Speakers

By Stanley F. Talbot, *Honorary General Secretary, I.S.M.A.*

ADVERTISING is a very important part of Salesmanship. Sales management, however, is both selling and advertising, and the sales management departmental session which the Incorporated Sales Managers' Association is organising at the Advertising Convention at Blackpool will be of very special interest to those delegates concerned with the problem of selling as well as advertising.

Complete Sales Management covers (1) The Product, (2) The Market, (3) Costs, (4) Policy, (5) Distribution, and (6) Advertising.

Advertising is thus seen as the final link in the chain of sales-activity. No more important link exists, but the fact that the other five factors are before it, proves that the practice of Sales Management in its entirety is something very vital, indeed, to the successful and profitable conduct of any business. Without a thorough analysis of product, market and production, and marketing costs, it is impossible to formulate a successful sales policy, organise distribution, or advertise.

The problems of sales-control are increasing, but the more definite facts can be ascertained and laid down as established rules of procedure, and the more the experience of practical men can be tabulated, the less haphazard, and the more certain, will become the general practice of business.

That is why we, as an Association of Sales Managers, meet together, not in annual conference only, but regularly month by month, to exchange and record experience, and adopt standards of practice for ourselves individually,

and for all those who are associated with us.

At Blackpool, our session will be addressed by four men, who by reason of experience, and long association with the problems of advertising and selling, are qualified exponents of the particular subjects with which each will deal.

Mr. Alec Nathan, Director of Joseph Nathan and Co., Ltd., the proprietors of "Glaxo" will speak on "Written v. Press Salesmanship." Mr. Nathan is a large advertiser, and it will be not a little, but very, instructive and interesting to hear his views.

Mr. Thomas Russell—no introduction is needed—will take for his subject "Some false Doctrine and Heresies of Salesmanship." Mr. Russell's experience as a consultant on advertising and selling matters is well-known to everyone and his words will be words of wisdom.

Mr. J. C. Kirkwood, F.S.M.A., Manager of Merchandising Dept., London Press Exchange, will speak on Costs. He has put down the full title as "The Arithmetic of Sales Management; Costs and Statistics of Selling"; and those who know Mr. Kirkwood will not need to be assured that we shall get all the facts and figures which the title suggests—and more.

Mr. Arthur Chadwick, Immediate Past President of the I.S.M.A., will close the session by reference to the value of Conventions to the Sales Manager. He will doubtless deal with staff and field force conferences as well as the more general conferences such as the one we shall be attending and his experiences of conferences both in this country, and in the States, well qualify him for expressing an opinion.

Light on the Hoardings— Practical and Artificial

Valuable Papers at the Outdoor Publicity Session

By Fred W. Durrant, *Organiser of the Outdoor Publicity Session*

OUTDOOR publicity is receiving more recognition to-day than at any time in its history. In my opinion there are two reasons for this:

- (a) The more efficient service rendered by the contractor;
- (b) The improvement in commercial art generally.

The programme of the session is a very strong one. We have arranged for a paper to be given by Sir James Owen, J.P., entitled "The Co-ordination of Poster and Press," which should be of tremendous value, for Sir James has interests in both media.

"Why We Use Posters" is the explicit title of an address to be given

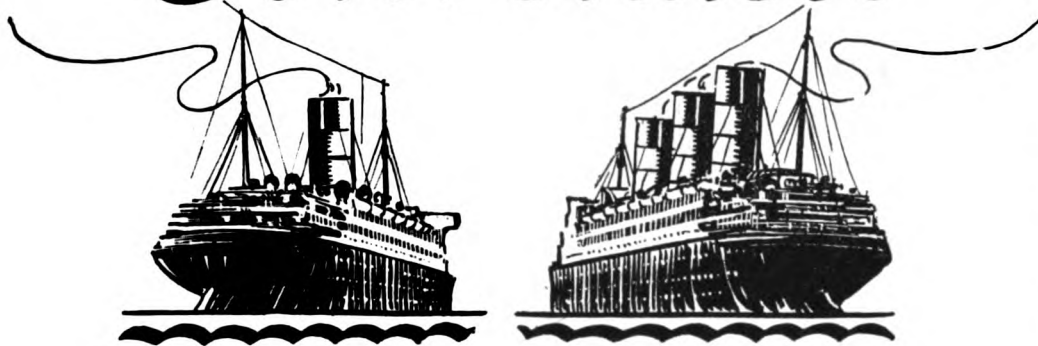
by one of the largest users of posters in the country.

In addition Mr. H. L. Spratt, Commercial Advertising Agent of the L.G.O. Company is speaking upon 'bus and tram advertising, with facts and figures which should provoke deep thought and consideration.

Lastly, Mr. R. C. Hawkins, of the British Electrical Development Association, will deal with the possibilities of illuminated hoardings.

All delegates will be heartily welcomed at the session, and if they would be up-to-date and *au fait* with outdoor publicity matters they should make an effort and attend at the Tower Roof Garden, on Monday afternoon at 2.30.

Philadelphia Convention



TUSCANIA

PALATIAL NEW CABIN LINER

From Southampton - JUNE 5

Arriving New York - JUNE 13

RATES:

Cabin - - - £31

Tourist 3rd Cabin,
Single £20-15
Return £35

BERENGARIA

OFFICIAL SHIP OF THE DELEGATES

From Southampton - JUNE 12

Arriving New York - JUNE 18

RATES:

1st Class, from - £56

2nd Class, from - £31-10

3rd Class, Single - £20
Return - £34-10

Between an Imperial suite in the Berengaria, the official ship of the delegation, and a comfortable stateroom in the Tuscania, tourist third cabin, lies a range of accommodation suited to every taste and pocket. For further particulars write to Cunard Line offices or agencies.

== A Cunarder for Choice ==



PROOF POSITIVE OF THE WEALTH OF YORK

Industrial centres, it is popularly understood, possess the greatest degree of wealth. That this belief is a fallacy, is proved by the example of York.

This, the Capital City of Yorkshire, with its population of some 100,000 people, contributed £1,522,963 to "Tank Week" a sum that exceeded by nearly £2,000 the amount raised by its nearest rival—Leeds—with a population nearly five times greater than that of York.

Having attained the leading position among papers serving the financially powerful areas of the North and East Ridings of Yorkshire as well as Durham, The YORKSHIRE HERALD is in the premier position to provide its financial advertisers with publicity of real value and effect.

THE YORKSHIRE HERALD

Established 179.

Head Office: Coney Street, York.
Telephone: - 653 (4 lines).

London Office: (F. H. Wilkinson)
145, Fleet Street, E.C.4
Telephone: - Central 4011.

Business Research for Advertisers

Its Practical Application—Some Problems that will be Discussed

By C. F. Plowman

THE central theme at the Business Research Session will concern the practical application of the principles of research to the problems of advertisers.



Mr. C. F. Plowman

In his address on "Research as the ally of Advertising," the first speaker will deal with the intimate connection between these two phases of the marketing process. Mr. L. C. Blennerhassett, of the London Research and Information Bureau, will describe the actual procedure followed in market investigations, and, finally, Mr. John C. Kirkwood will tell of results that have actually

been achieved by market research. There will be an essentially practical tone about the whole of this session with remarkably little theorising.

Every user and producer of advertising must gain much from a close examination of methods of exactitude, as applied to selling. The user of advertising, faced with the ever-present necessity to make every pound of his appropriation achieve the utmost possible in an increasingly competitive field, must needs replace a policy of hazard and guess with one based on knowledge of facts; and it must follow that the producers of advertising who realise soonest this need to get at the facts will become the trusted leaders in the business. No delegate with a clear vision of the trend of modern marketing can afford to miss a session so rich in practical helpfulness as that which will be devoted to Business Research next Tuesday.

Press Agents and Their Activities

Vital Subject to be Discussed by Newspaper Executives—Holiday Rates Also Under the Microscope

By F. Osborne, Organiser of the Sessions

THE Newspaper Executive Programme arranged for this year's Convention is bound to prove interesting to everyone attending the session as the subjects chosen, as enumerated below, make a strong appeal to those engaged in the newspaper business, and I have little doubt that discussion—which, as last year, will be welcomed after each paper—is likely to add still further to the value of the session.

Mr. C. A. McCurdy will preside over the session in the Palace Italian Lounge, and the first discussion will be opened by Mr. Allan Jeans, of the *Liverpool Post*, on "Are the activities

of the Press agent harmful to the publisher?"

Other papers at the session will be: "To what extent should publishers assist advertisers in developing markets?" by Mr. E. H. Tillett (*Leeds Mercury*).

"Are 'holiday rates' good business?" by Mr. S. P. Thornett (*Morning Post*).

"How the co-operation of the agent and the publisher benefits the advertiser" by Mr. Horace S. Imber (*Daily Chronicle*).

Suggestions for next Convention will subsequently be discussed at the meeting.

Sunday's Church Services

THE special Convention sermon this year will be preached by the Vicar of Blackpool, Canon A. W. R. Little, M.A., at the Parish Church, Church Street, on Sunday morning at the 11 a.m. service. Other churches at which seating accommodation has been arranged for delegates and other visitors to the Convention include:—

ROMAN CATHOLIC.

SACRED HEART OF JESUS AND MARY, Talbot Road, Blackpool.

ST. CUTHBERT'S ROMAN CATHOLIC CHURCH, Lytham Road, South Shore.

NONCONFORMIST CHURCHES.

BAPTIST TABERNACLE, Springfield Road, Blackpool.

CONGREGATIONAL CHURCH, Victoria Street, Blackpool.

UNITED METHODIST CHURCH, Adelaide Street, Blackpool.

WESLEYAN METHODIST CHURCH, Dickson Road, North Shore.

The undermentioned National Advertisers realise the value of Slide Publicity through the Presbury Service.

Aitchisons, Opticians.
 Amalgamated Press.
 Balderson's Ports.
 Beach's Jams.
 Blackpool Corporation.
 British Belting Co.
 Charmian Toilet Preparations.
 College Boots.
 Consulate Shirts.
 Creamola.
 Crystal Palace Circus.
 Daily Graphic.
 Daily Herald.
 Daily Sketch.
 Dental Board of the U.K.
 Distillers Co., Ltd.
 Feathery Flake Flour.
 Glow-worm Stoves.
 Hobbies.
 Independent Bus Co.
 John Haig.
 Kleinert's.
 Kopke's Port.
 Libby's.
 Lightfoot Heating System.
 London & North Eastern Rly.
 Luce's Perfumes.
 Mac Fisheries.
 Morning Post.
 National Milk Council.
 Prudential Assurance Co.
 United Chemists Association.
 Vitam.
 Wil-Win Boots.
 &c., &c., &c.

Logic

The evergrowing popularity of

THE SLIDE

The 100 per cent. advertisement

"Buy British Goods"

Economy and efficiency is everything to-day in production.

Economy and efficiency of advertising increase sales.

Modern methods of advertising like

Modern methods of production, spell Success in advertising.

SCREEN ADVERTISING

is modern, efficacious, economical.

Verb. Sap.

Make **SLIDES** the adjunct to your Press and Poster Campaign.

Convention Session
TUESDAY, MAY 4th. 11 a.m.—1 p.m.
PALACE CINEMA,
BLACKPOOL.

S. PRESBURY & Co.

The Pioneer Screen Specialists

87, Charing Cross Rd., London, W.C.2

Telephone :
 Regent 4219.



Telegrams :
 "Adpuprin, Westrand,
 London."

Ad. News in Brief

New Appointments and Changes of Address—"Eye Cure"
Warning—65,000,000 Catalogues a Year—British
Holidays Campaign

Blackpool Number One!

The telephone Number of the
WEEKLY'S bureau at the Con-
vention is Blackpool 1—Tower
Circus Extension.

Change of Address

Mr. and Mrs. Len. Talbot, lately of 66, Curzon Street, Derby, announce that their address is now 2, Victoria Buildings, London Road, Derby.

New Election

Commander H. S. H. Ellis, advertising manager of Nobel Industries, Ltd., has been elected a member of the Incorporated Society of Advertisement Consultants.

65,000,000 Catalogues

Messrs. Sears, Roebuck & Co., the well-known American mail-order house, state that they issue approximately 65,000,000 catalogues yearly.

Important Amalgamation

Arrangements have been concluded by which the poster and showcard business of Hall, Siffken & Co., Ltd., will be conducted in association with Messrs. James Upton, Ltd., Birmingham and London. No change will be made in the conduct of the business.

Brighton's Guide

The sixteenth edition of the official guide to Brighton has just been issued by the Corporation Publicity Department. It contains 116 pages, many of which are devoted to advertising. Brighton is among the towns that hope to be the scene of next year's Convention.

Foresters to Advertise

A resolution in favour of advertising the society was passed at a meeting of mainland delegates of the Ancient Order of Foresters, South-Western district, this week. From all quarters came evidence of the excellent results achieved by advertising. In one case an increase of several hundreds of members was reported.

"Take British Holidays"

The need for the "Take British Holidays" campaign, on which many British seaside resorts are embarking, seems to vary in different localities. A correspondent of the *Times* suggests a tax on all holiday-makers who spend their holidays abroad, except those who are compelled to do so by reasons of health.

Photography in Advertising

A plea for the more extended use of photography in advertising was made in the course of an address to the Plymouth Rotary Club on Friday by Mr. A. P. Steer, a leading local photographer. He said the public was better able to judge from, and was more impressed by, the actual photograph of an article than by a drawn illustration. Colour photography might also be made of more service in the booming of seaside resorts.

Anzora Advertising

Messrs. Travers Cleaver, Ltd., inform the WEEKLY that they have again issued renewal instructions for Anzora.

The Cleethorpes Seal

The Cleethorpes publicity department has issued a very attractive seal in three colours for use on business letters.

New Plymouth Premises

The Lidstone Billing Company, one of the leading billposting concerns in Plymouth and the West, last week purchased at public auction for £2,400 the business premises at 6, the Octagon, Plymouth.

It Pays!

A fund to advertise Matlock, Derbyshire, is raised by a voluntary rate of 6d. in the £1. Mr. Bailey, president of the Matlock Publicity Association, states that the town has grown out of all proportion to its size—much faster than a good many of its English spa competitors.

Cheaper Soap—Dearer Bread

At the annual meeting of Messrs. Lever Bros., Ltd., last week, an immediate reduction of $\frac{1}{4}$ d. a lb. in the retail price of soap was announced. Bread, which is not extensively advertised, was on Monday advanced in price from 9 $\frac{1}{4}$ d. to 10d. on the 4-lb loaf.

A New Way in Mail Order

Illustrated full pages for the selling of encyclopaedias and text books by mail order are unusual, and the decorative page prepared for the Waverley Book Co., by the Carlton Studio recently, attracted considerable attention. The page was well balanced and the decorative border round the coupon put an additional pull into it.

"Guaranteed Cures" by Fakirs

Advertisement managers are warned that orders are coming from an Indian source for a so-called "guaranteed cure for all eye diseases." The copy is to be inserted for a year. Many grotesque claims that eye troubles can be "cured" without operation are made by certain Indian fakirs, and newspapers would be well advised to oppose the development of such advertising campaigns in this country.

The New "White-Way"

White-Way Facsimile Letter Press informs the WEEKLY that it has no connection with a concern lately occupying the same address and trading until February 12 last as the White-Way Press and Advertising Service. Miss Ellen Ratcliffe acquired from the late concern at its dissolution the right to the use of its former trade name "White-Way" for the purpose of carrying on business as a facsimile letter printer and typewriting agency at the same address, having agreed to take over from the late concern the remainder of the tenancy agreement with the landlords. Mr. Frederick White has since joined the business in the capacity of a working partner, but in all other respects the present business is not in any way identified with the former Press and advertising service of the same name.

Australian Fruit Campaign

It was stated in the WEEKLY last week that Messrs. David Allen & Sons, Ltd., were placing the advertising for Australian apples. It is David Allen Services which is handling this campaign.

Change of Address

The agency started by Mr. C. Arthur Frankland has taken larger premises at 44, Bedford Row, W.C.1. Mr. Bernard Maurau, until recently with Paul E. Derrick, Ltd., has joined the staff. Rate cards are wanted.

Newspaper Men at Plymouth

Arrangements have been made for representatives of the principal London newspapers and news agencies to pay a visit to Plymouth as the guests of the municipality, mercantile associations and the railway companies during the Carnival and Sports Week which opens on June 7.

Efficiency

The General Officer commanding the London District has very strongly recommended the War Office to include rubber heels in the soldier's equipment. "They are a great help," he says, "to marching on hard roads. They save the shock to the spine, and their 'cushion' of rubber provides a much surer foothold on treacherous roads." Civilians too appreciate the efficiency, economy, health and comfort resulting from the wearing of rubber heels. And if rubber heels, why not the best rubber heels — the British Wood-Milne.

Wood-Milne
MADE THE FIRST RUBBER HEEL

Taking advantage of an Army recommendation

Rate Cards Wanted

Rate cards are required by Messrs. Kempell's, Glasgow. This is a new service agency at 163, Hope Street, the principal of which is Mr. W. Kempell, who was connected with Mitchell's Advertising Agency for over thirteen years.

Hearn's Advertising Service, 67, High Street, Harlesden, N.W., also want rate cards of newspapers and periodicals.

Ediswan Publicity

Mr. Edward R. Cross has been appointed by the Board of the Edison-Swan Electric Co., Ltd., "Controller of Propaganda" for that company.

Mr. Cross will work in conjunction with Mr. J. McGowan, the new Publicity Manager for Edison-Swan.

Mr. Cross's reputation in the North is linked with the work of Cross-Courtenay, Ltd., for Metropolitan Vickers Electrical Co., Ltd., the Manchester Ship Canal, Ford Motor Co., Jowett Cars, Brown Muff of Bradford, and the United Cattle Products. Many London firms, including Grosvenor Chater & Co., Thresher & Glennly, and Mappin & Webb are also among his clients. He is chairman of the Finance Committee of the Blackpool Convention, and a special article by him on the Convention appears on page 159.

Parke, Davis & Company
Manufacturing Chemists.
Beak Street, Regent Street
London, W.1.

Telephone No.
Regent 7401.
(RIGHT LINES)

Telegraphics: Beak St. London

Patent Med. U.S.A.
New York
Waltham, Ore.
Laboratories at Harrogate

March 16, 1926.

Advertisement Manager,

The Daily News

67 Fleet Street,
 E.C. 4.

Dear Sir:-

You may be interested to know that judged on a "cost per reply" basis, the advertisements for Euthymol Tooth Paste that have appeared in your journal have consistently given better results than in any other national daily in which we have taken space.

As long as this continues you may be sure that we shall not leave out the Daily News in our advertising schemes.

With compliments, we remain,

Very truly yours,
 PARKE, DAVIS & CO.,

per

A. G. 64

AD. NEWS IN BRIEF—

(cont. from page 180)

Newnes Service

A 15-page booklet has been issued by Messrs. George Newnes, Ltd., telling in striking manner the service which they give to their advertisers. The way in which the firm educate their readers and prepare the way for advertisers is clearly explained.

Mecca in London

In an exceedingly smart brochure just published by the company, clever use is made of the fact that the initials of the words "Marshall Engraving Co., Commercial Artists," form the word "Mecca." The service offered by the firm is clearly pointed out.

To Buyers Overseas

A very interesting booklet has been issued by the *Overseas Daily Mail*, entitled "Where Can I Buy—a one-ton crane, a British bulldog, 12,000 bricks?" It gives extracts from some 40 letters received by the Buyers' Guide Department from all quarters of the globe, asking for the names of suppliers of very varied articles. The service given by the paper's bureau is widespread and important.

R.S.V.P.

The *Illustrated Sporting and Dramatic News* this week issued an announcement to advertisers in the form of a conventional invitation. The card stated that special Derby and Ascot numbers would be published on May 29 and June 12 and the "honour and support" of advertisers was invited for these issues. The usual R.S.V.P. was neatly turned into "Reserve Space Very Promptly."

"It Pays to Advertise"

Last week the proprietors of the *Oldham Chronicle* took the whole of the Grand Theatre, Oldham, for one night, for the production of "It Pays to Advertise." Invitations were issued to local advertisers, and the remaining seating accommodation was allocated to *Chronicle* readers at half the usual prices of admission upon producing the coupon which appeared in the *Oldham Evening Chronicle* the previous evening.

BUY A BRITISH CAR
British Motors British Standard British Labor

LEA-FRANCIS
Passport
LONDON'S LEADING Specialists in Premier British Cars

DO-DO
Do-Do what was not necessary yesterday!

See them sell by the side
Kilmar
Triumph

The first of a series of special composite pages appearing in the "Daily Telegraph."

THE IRISH BROADCAST AD.

Selling Sausages Through the Microphone in Dublin

THE first commercial wireless advertisement broadcast in the British Isles was sent out from the Dublin station (2 RN) last Thursday at 10.30 p.m., and occupied exactly six minutes. This development was foreshadowed in the *WEEKLY* last week.

A short time ago it was announced that the Dublin station would accept suitable advertisements of Irish enterprises for broadcasting, the aim being to encourage such enterprises rather than to seek additional revenue. The first advertisement accepted was for Messrs. Geo. Archer, Ltd., the well-known Dublin sausage manufacturers. The author of the advertisement was Mr. Brian D. O'Kennedy, of Kenny's Advertising Agency, Dublin.

The Dublin station normally closes down at 10.30, when a time signal is given and special announcements are sometimes made. In putting on advertisements at this hour, therefore, the authorities are not, as it were, taking advantage of listeners, but rather they are giving them something additional, which may or may not be listened to.

The advertisement of April 21 was specially fortunate inasmuch as no one knew the advertisement was coming on, and the announcer, entering very thoroughly into the spirit of the broadcast, stated that "something had happened in the Murphy household on Monday last and that a gentleman who was an eye-witness was present to give an account." The "eye-witness" described how, when the oatmeal and bacon had run short, Mr. Murphy was prevailed upon to eat the sausages, to his ultimate delight.

REYNOLDS'S ILLUSTRATED NEWS.

81ST
YEAR
OF
PUBLICATION

TELEPHONE No. 7557 | CITY.
7558

GOOD VALUE FOR
ADVERTISERS.

Specimen Copy, Rates and full particulars will be sent on application to:—

T. E. Kirby, Advertisement Director,
Reynolds's Buildings, Temple Avenue, London, E.C.

reasons why !

You should advertise in the "News."



Percentage of unemployed to total numbers on roll.

EDINBURGH	- - -	11.9%
GLASGOW	- - -	18.1%
ALL SCOTLAND	- - -	13.6%

"Our area
has a low
percentage
of
unemployed."

EDINBURGH EVENING NEWS



Not on the Conference Programme

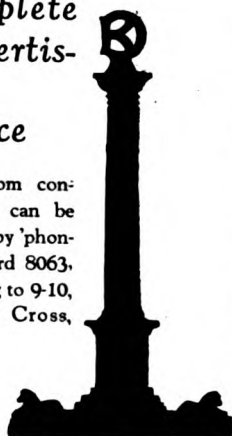
A QUESTION of particular interest to the small manufacturer is:—"What is the best kind of agency to help me with any advertising?"

THE ANSWER is:—"A firm of publicity experts with the knowledge and experience necessary to obviate costly experiments and to cut out speculative waste. An agency, moreover, organized to render individual service—a service that, with the best will in the world, the mass production agency cannot hope to yield."—Such a firm is

BERTRAM DAY & CO., LIMITED

Complete
Advertis-
ing
Service

with whom consultations can be arranged by 'phoning Gerrard 8063, or writing to 9-10, Charing Cross, S.W. 1.



SELL BRITISH GOODS

From Percy C. Burton, Chairman of the Programme Committee

The above title is addressed particularly to you, Mr. Manufacturer. In short, it is a call to you to study and learn how, and by what better methods, more and more British goods may be sold in the world markets.

The day when the British manufacturer could simply mark his goods "British and Best" and find that a sufficient selling slogan is gone. A new era in merchandising has arrived. Victorian methods are inapplicable in trade to-day.

If Great Britain is to retain her place in the sun and to hold and extend her grip on the markets of the world, new and better methods of selling and new and better means of merchandising must be studied and adopted.

If, out of this Blackpool Convention of manufacturers, salesmen, advertising men and women, and keen, aggressive business men, some fresh light is thrown on this vital problem for British people; if, by a mutual exchange of views and experiences there comes some new thought, some plan or suggestion which may be of value and assistance in helping towards a solution of some manufacturers' or retailers' selling problems—then the Blackpool Convention will have achieved its purpose and object.

A SCOTTISH MESSAGE

From A. W. MacKenzie, President, Glasgow Publicity Club

In my opinion, the Convention this year will stimulate interest in improved methods of selling British goods. The British manufacturer to-day is severely handicapped by heavy taxation and increased overhead charges. The remedy is to be found in finding new markets and increasing sales wherever possible, thereby reducing the overhead cost per unit.

Old-fashioned methods of marketing and selling will have to go by the board and modern scientific methods will have to take their place.

This is where advertising will come in, and the Convention presents a unique opportunity to bring this viewpoint forcibly before non-advertising manufacturers. As regards the Sessions, they are all of such vital interest that it is a matter of regret that one cannot attend them all.

I am glad that the social side—while being adequately catered for—has been kept in a subordinate position.

Sales Increased Fivefold

Sir Charles Higham congratulated the American newspaper owners in an address before the American Newspaper Publishers Association on Friday in New York, on the readers' faith in advertisements. "Two years ago," he said, "I began to advertise Indian tea. I have spent only £80,000, yet in that short space sales have increased in America to £13,000,000, fivefold more than my clients anticipated."

For the convenience
of all
Delegates

THE
DICTAPHONE
is

installed at the
IMPERIAL HOTEL
TYPING BUREAU
and

CONVENTION
HEADQUARTERS
(THE TOWER)

Delegates are invited to use
these installations as the guests
of the Dictaphone Company.

HORROCKSES
Fabrics

TRUSONAIN
Fabrics

COOPER'S
OXFORD
Marmalade





The

2nd Largest Daily National Newspaper

MANUFACTURERS & TRADERS throughout the Country are studying THE DAILY CHRONICLE BRITISH MANUFACTURING SURVEY—a series of Authoritative Articles of great interest.

This is only one feature of *The Daily Chronicle* Editorial Service which in every department is maintaining the most intense reader-interest in journalism to-day.

AVERAGE DAILY Net Sale covering a period of 12 months (taking in the bad seasons with the good) is

948,700

providing National Advertising and Selling Coverage by simultaneous printing at London and Leeds.

Daily Chronicle

ANDREW MILNE, *Advertisement Manager*, Fleet Street, LONDON, E.C.4.

Telegrams : "Muniarc, Fleet," London.

Telephone : City 9330.

We Hear—from Blackpool

THAT a luncheon will precede the Manufacturers' Session on Monday.

THAT the Publicity Club of London has responded enthusiastically to the call of the Convention and that, at the time of going to press, over 120 members have registered.

THAT Mr. Robert Thornberry, chairman of the Club's "On-to-Blackpool" committee, and Mr. John Armstrong,



the hon. secretary, have worked hard to make the delegation a large one and that, although they have not succeeded in attaining the desired delegation of 150, the total of 120 is very commendable and reflects credit upon their organising abilities.

THAT the lucky winners of Mr. Thornberry's "fivers" will probably be travelling first-class to Blackpool.

THAT the London Club is centralising at

The Convention authorities inform the *Weekly* that if the coal crisis is not averted and a rail stoppage follows, arrangements will be made to convey delegates to all the principal home centres by motor.

the Imperial Hydro and will make an exceedingly jolly party.

THAT the total amount subscribed to the Convention Funds up to the beginning of this week was £3,366, as against the total of donations last year of £3,805, and—

THAT the Finance Committee are in the happy position of foreseeing that they will be able to equal last year's total.

THAT Mr. Alfred Langley and Mr. A. E. Goodwin have collected a particularly interesting Art and Printing Exhibit which will be on view at the Art Gallery in Queen Street on Monday, Tuesday and Wednesday.

THAT the annual general meeting of the Advertising Association will be held at the Imperial Hydro on Wednesday, and—

THAT work will begin at the early hour of 9 a.m.

THAT the new officers to be elected will not take office immediately after the Convention as last year, but on October 1 next, in accordance with the new Articles of Association.

THAT among the several names mentioned as possible new Presidents one is repeated with particular persistency, and—

THAT he has had experience of presidency in another newspaper organisation.

THAT Mr. Dockett Smith's paper on "Selling a Town" has nothing to do with the popular game of "Selling a Pup."

THAT London and provincial Press representatives will be present in large numbers at their own special session which Mr. W. Nefydd Roberts has organised.

THAT the number of women speakers in the programme is larger than ever before, and—

THAT several of them have some quite pointed remarks to make to advertising men—and women.

THAT at the time of going to press the number of registrations received was 859.

THAT the ADVERTISER'S WEEKLY has secured a wonderfully convenient position for its Information Bureau for this year's Convention, and—

THAT the WEEKLY staff in Blackpool is not exactly expecting a holiday up there.

The Northern Daily Telegraph is the LEADING EVENING of NORTH LANCASHIRE

Largest Net Sale.

The Daily Telegraph

welcomes the manufacturers,
sales and advertising executives
who are attending the Second
BRITISH ADVERTISING CONVENTION
at Blackpool.

H. G. REEVES,
Advertisement Manager,
138, Fleet St., London, E.C.4

The Daily Telegraph
sells British goods.

Helping the Less Fortunate

Annual General Meeting of the N.A.B.S.

As was exclusively foreshadowed in the WEEKLY last week, Mr. L. O. Johnson was elected chairman of the N.A.B.S. at the annual general meeting at Anderson's Hotel, on Monday night.

MR. ROBERT J. OWEN, in reading the report of the year's work, stated that not only had the general work, the relief of distress, grown in volume, but the re-organisation of the constitution, by which the original Society had been divided into three distinct bodies, had been completed.

Mention was made of the death of three sympathetic and loyal supporters of the Society, Lord Leverhulme, Mr. H. Samson Clark and Mr. George T. Orange.

Mr. J. Strong, hon. treasurer, in referring to the accounts, said that during the year £4,678 had been expended in helping the less fortunate. The expenses had been exceedingly low—in fact, it was doubtful whether any society doing such good work as the N.A.B.S. was carried on at such low cost.

Slightly over £7,500 was collected at the time of the Festival. In connection with the £500 given by Mr. Wareham Smith, it had been decided to start a Children's Welfare Fund, and Mr. Wareham Smith's splendid donation would head the list of this fund.

The new officers were then elected, and it was unanimously decided to ask Mr. L. O. Johnson (C. Mitchell & Co., Ltd.) to be president for the ensuing year. This, it was thought by the meeting,



Mr. L. O. Johnson



Mr. H. C. Paterson

would be all the more satisfactory, since the last two presidents had been on the newspaper side of the profession.

The vice-presidents were then elected as follows:—Viscount Astor, Viscount Burnham, C.H., Viscount Hambleden, Viscount Rothermere, Lord Dewar, Lord Riddell, Sir Eric Geddes, Sir Frank Newnes, Sir H. E. Morgan, Sir C. W. Starmer, Major J. J. Astor, M.P., T. P. O'Connor, M.P., Walter Haddon, Allan Jeans, Sir Wm. Berry.

Mr. H. C. Paterson was unanimously elected chairman, and briefly returned thanks for his election. He said that, since the advertising profession was growing rapidly, the work of the Society was bound to grow in proportion.

Mr. Paterson having taken the chair, Mr. Arthur Richardson was elected vice-chairman.

Mr. J. Strong consented to act as hon. treasurer, and Mr. Robert J. Owen as hon. secretary.

Mr. J. Coote and Mr. P. G. Lambert were re-elected hon. auditors, and Mr. H. C. E. Miller, F.C.A., professional auditor.

Voting then ensued for the council, and the following were elected:—Mrs. E. M. Wood, and Messrs. E. W. Barney, M. Blythe, C. Crane, A. J. Greenly, E. T. Nind, F. Osborne, G. C. Ralston, W. B. Robertson, A. Rothery, G. Scott, A. H. Simpson, H. Evan Smith, A. Taylor, R. Thornberry.

Mr. Hull proposed, and Mr. Coote seconded, a vote of thanks to the stewards, to whose efforts, it was stated, the success of the Festival was to a great extent due.

A hearty vote of thanks was also accorded to the Society's late president, Sir William E. Berry, who had devoted a great deal of time and sympathy to the work.

Before the meeting broke up, Mr. Owen stated that the Women's Advertising Club had promised to take upon itself the visiting of the girls in the Society's school, and the Publicity Club of London had followed this lead and had promised to take a similar interest in the boys.

Mr. S. T. Stephenson (*Manchester Guardian*) chairman of the Society's Manchester branch, said that they had collected £304 against last year's total of £179. The interest in the Society in the North, however, did not simply consist of collecting funds. They found four cases of men who were absolutely destitute. They had not only helped them with money, but had found them situations.

HERTFORDSHIRE— The Wealthy County

*If you would cover this valuable
territory efficiently you must use*

The Herts Advertiser

AND ST. ALBANS TIMES

FRIDAYS—TWO PENCE

LARGEST NET SALE IN THE COUNTY

A postcard will
bring you statistical
Rate Card, giving
interesting facts
about our circula-
tion area.

HEAD OFFICE AND WORKS:
ST. ALBANS, HERTS.

'Phone 1020 - - - (2 lines—day or night)

LONDON OFFICE: 67, CHANCERY LANE, W.C.2
'Phone—Holborn 6458.

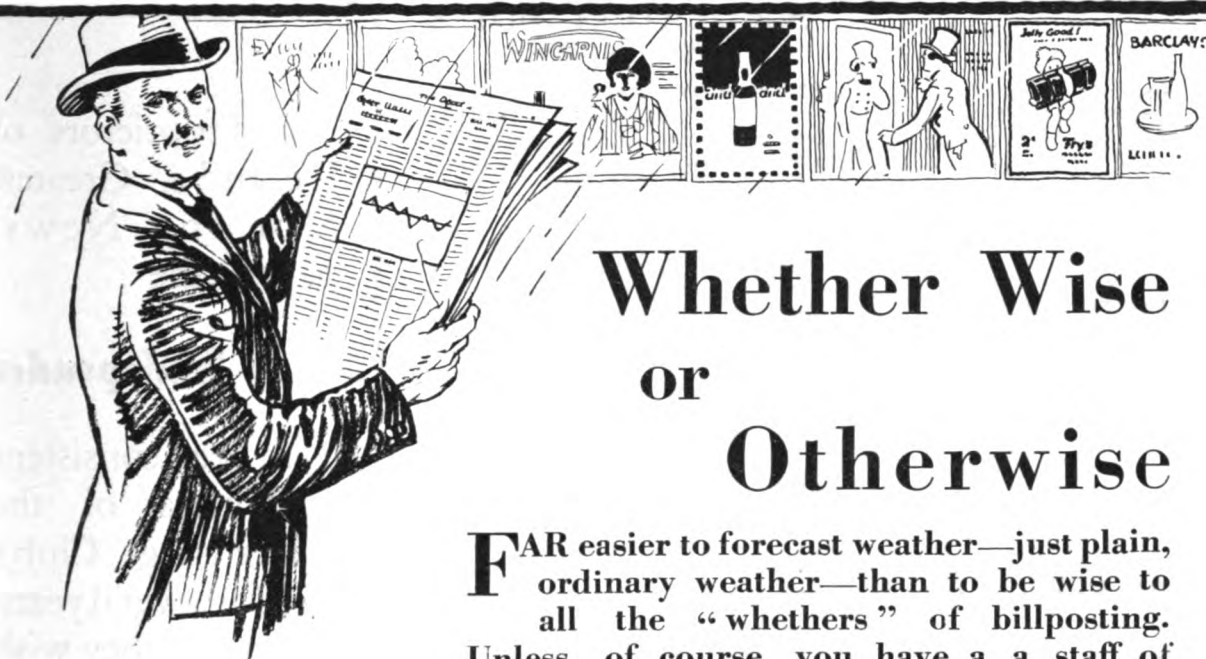
NEWSPAPER PRINTING

FOR THE TRADE.

We print several
London Weekly
Newspapers — may
we quote for the
printing of yours?

We have up-to-date
Linotype installation
and fast Rotary
Machinery, and can
guarantee delivery
strictly to time.

Why not write us for
specimens and quota-
tion?



Whether Wise or Otherwise

FAR easier to forecast weather—just plain, ordinary weather—than to be wise to all the “whethers” of billposting. Unless, of course, you have a staff of specially trained men to look after it.

If you would be “whether” wise, ask Outdoor Publicity Limited to help you. It will probably mean a considerable saving.

Outdoor Publicity Limited are “meteorologists” of the “whether” conditions of outdoor advertising. They will tell you:—

Whether or not your present outdoor advertising is 100 per cent. efficient.

Whether or not you are overposting in one area and, possibly, underposting in another.

Whether or not your bills are getting a fair proportion of first-class positions.

Then there is the Outdoor Publicity Limited Inspection Service, which makes a point of finding out:—

Whether or not transfers and changes of bills are being carried out expeditiously.

Whether the weather is being allowed to spoil the condition of your display.

Here are some of the firms who place their outdoor advertising—in which we include Billposting; Tram, 'Bus, Tube and Railway Advertising; Painted and Electric Signs—through Outdoor Publicity Limited:—

Johnnie Walker.
Fry's Cocoa.
Barclay's Lager.
Kodak.
B.S.A. Cycles.
Wincarnis.
Palethorpe's Sausages.
Black and White Whisky.
Bermaline Bread.
Boots Cash Chemists (Part).
Parkinson's Pills.
Jolly Roger Rum.
Quaker Oats.
Friary Ales.
Etc., Etc.

Perhaps you may have wondered how it is that the posters of these well-known advertisers occupy such good positions, look so clean, and invariably seem to “hit you in the eye.”

Ask them about us—and then consult us about yourselves.

OUTDOOR PUBLICITY LIMITED

FARADAY HOUSE, 8, CHARING CROSS ROAD, LONDON, W.C.1

'Phone: Gerrard 8518-9.

Managing Director—Ernest Leicester.

Telegrams: “Bylposta,” London.

British Advertising Convention.

*Lancashire
Welcomes
Delegates.*

PUBLICATION NOTES AND NEWS

380,000 in Two Weeks

Modern Weekly, the new Fleetway House publication, which is a companion to *Home Chat*, for its second number had a circulation of 380,000.

A Discount for Advertisers

The Radio Press, Ltd., have just issued a broadsheet containing announcements of reduced advertising rates for the periodicals published by the company. A special discount is offered to advertisers taking space in three or more of the journals.

Set Up New Record

The *Athletic News* Cup Final issue set up a record for the paper, under Mr. Murray Allison's directorship, with 36 columns of advertising. Mr. Fastnedge, who has not yet been a year with the paper, has been heartily congratulated by his colleagues on this success.

" Passing Show's " Special

Passing Show has issued a very striking folder announcing its special Whitsun number. This issue will be dated May 29 (on sale on May 21) and will be enlarged to 44 pages. There will be no increase in price.

Selling a Shopping Week

The *Rotherham Advertiser*, on April 17 and April 24, published two special numbers in connection with the town's shopping week. Composite papers in both issues carried a big proportion of advertising and the two issues were very commendable.

Special Catering Numbers

In connection with the visit to this country of the American hotel proprietors, the *Caterer*, the official organ of the Hotels and Restaurants Association, published a special number containing 124 pages of advertisements, and a souvenir issue, which was presented to the visitors on

its special
Articles
the

The Proprietors of
Ireland's Greatest
Morning News-
paper—the

Irish Independent

have been consistent
supporters of the
Advertising Club's
idea for several years.
Naturally, they wish
the Blackpool Con-
vention every suc-
cess. Editorially and
otherwise the

Irish Independent

is "doing its bit" to
ensure a big delega-
tion from the Free
State.

T. A. Grehan,
advertisement
for over
looking
renewing
ce at
with
vertis-

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Can the Public be Brought to Buy Books?

SIR,—In my opinion the answer is—Yes. Speaking as the publicity manager of a firm which has built up a business, with world-wide connections, entirely by advertising the features of its service to the book-buying public, I welcome Mr. Roland South's article, although some of his statements appear to be exaggerated. The number of book-buyers is increasing steadily. The rate of increase is, however, very slow compared with the possibilities if publishers and book-sellers would co-operate in a carefully-planned publicity campaign. The campaign would have to be designed to convince the Man-in-the-Street that books are a necessity of modern civilised life—in other words, that the man who neglects to read suitable books puts himself at a disadvantage both in regard to personal efficiency and personal happiness.

There are large numbers of men and women who are waiting to be approached with suggestions of suitable books for their particular needs—that has been proved in the course of my firm's business activities.

There are still larger numbers who can be convinced, with a little trouble, that reading books (provided that the right books are chosen) will be highly beneficial to them.

It seems to me, however, that the campaign must be preceded by research

in order that it may be based on ascertained facts rather than on preconceived ideas.

Editors will readily accord unusual support to a campaign intended to promote the habit of book-reading. In this connection attention may be drawn to the action of the *Chicago Daily News* in reprinting its weekly Book Page and circulating the reprint with an effective and attractive article on the advantages of book-reading printed on the back—a fresh article every week—concluding with a few words indicating the assistance rendered by its Book Page in choosing the best books. These reprints are circulated throughout the community.

As Mr. Roland South hints, attempts have been made to unite book-sellers and publishers in publicity campaigns, but so far they have been abortive. Sooner or later, however, the book trade will put its house in order, and will then proceed to co-operate in developing the possibilities awaiting its attention.

D. H. GOLDING,

Publicity Manager, W. & G. Foyle, Ltd.

Mr. W. N. Roberts, organiser of the Press Representation Session at Blackpool, writes to point out that, inadvertently, in the programme of this session, Mr. F. W. Slaughter was described as advertisement manager of the *Sheffield Independent* instead of London manager.

Complete Convention Reports

SIR,—I wish to suggest that the Convention Committee arrange to give a complete report of each sessions' meetings. Next, to being present at the sessional discussions in person would be a full account of addresses, and contributions to them.

It is impossible to attend every session, as there are but four opportunities available to us. Tuesday morning gives us a choice of six, and Tuesday afternoon four interesting subjects. The choice of any one cuts out the others, and much of the value of the work of that department is lost. Advertising and selling is so many sided that it is good for each to get a fuller understanding of the contribution each is making for the efficiency of the whole.

If the ADVERTISER'S WEEKLY can do it, at an increased cost, or as a special "extra," I am sure it would be specially valued. If this is not a commercial proposition perhaps the distribution can be done by multigraph.

O. RIVINGTON.

The ADVERTISER'S WEEKLY organisation will render this service. Two enlarged report numbers will be issued on May 7 and May 14, and will contain adequate reports of the addresses and the outstanding discussions. Further, all papers of distinctive merit will be given in extenso in these two special report numbers and in subsequent issues.

In the ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK FOR 1926-7 will be found a report of every address delivered, thus presenting a complete record of the business sessions in permanent form.

Editor, ADVERTISER'S WEEKLY.

(Continued on page 198)

To All Delegates

BLACKPOOL

AND ITS PREDOMINANT NEWSPAPER, THE

Blackpool Gazette & Herald

Bid you welcome, and hope that your stay during the Convention will be highly beneficial.

Advertisers and their agents are cordially invited to visit the modern offices and works of the "Gazette and Herald" during their stay in the town.

Tuesday, Thursday, Saturday. Certified Net Sales over 46,000 weekly.

HEAD OFFICE:

TEMPLE ST., BLACKPOOL.

Phones 1782 (5 lines). 'Grams: Gazette, Blackpool.

LONDON OFFICE:

134, FLEET STREET, E.C.4.

Phone: City 7984. 'Grams: Scrivening, Fleet.



A GREAT CONVENTION

It is now accepted as a convention among a large and ever growing number of national advertisers of high-class products to make regular use of the advertising columns of "The People." The fact that "The People" is full to capacity every week is proof that it brings results.

Your advertisements will be in the best of company if you book space in "The People."

Arthur Phillips,
Advertisement Director,
222/5, Strand W.C.2.

Telephone: Central 5091.
Telegrams:
People, Strand, London.

WELCOME TO LANCASHIRE

Advertisers and Publicity always find a welcome and a prompt response in Lancashire. Both are particularly welcome during the period of the BLACKPOOL CONVENTION, and

THE BOLTON EVENING NEWS

is most anxious to be of service to anyone engaged in Advertising.

Bolton is one of the most wealthy of our provincial towns, and its people are of the class that can afford to indulge freely in the necessities and luxuries of life—which they do, largely with the aid of the advertisements in Bolton's only daily newspaper,

THE BOLTON EVENING NEWS

As a medium for publicity, this is one of the best dailies in the North, and time has proved that for advertising it pays to

COME TO BOLTON

TILLOTSONS NEWSPAPERS LIMITED

Mealhouse Lane, Bolton

London Office :—

Mr. WM. SHEPPARD.

TEMPLE BAR HOUSE
23, FLEET STREET, E.C.4

(Continued from page 196)

Extension of C.O.D.

SIR,—I have read with much interest the article by Mr. Harold B. Pereira on P.C.O.D. in your issue of April 23.

In view of what he says, I believe that he, in common with a great number of your other readers, will be interested to learn that the ex-P.M.G. of India to whom he refers has for some time past been a member of the Traders' Sub-Committee of this Association.

Now that this Association has achieved its initial object, it is anxious to bring about many desirable reforms, many of which Mr. Pereira mentions in his article, and without which P.C.O.D. can never render British trade the invaluable service that it has rendered to the communities of overseas lands.

And with a view to gathering together influential men of affairs, and others interested in P.C.O.D. and the trade of the country, this Association has arranged a banquet which will be held at the Hotel Cecil on Thursday evening, May 6.

Our President, the Rt. Hon. Lord Denbigh, C.V.O., will take the chair, and it is a noteworthy fact that the guest of honour will be the Rt. Hon. Viscount Wolmer, M.P., Asst. P.M.G.

Tickets, which are 12s. 6d., are obtainable from the Hon. Secretary, Banqueting Committee, at the above address.

C. STANLEY GRAY,

Hon. Sec., Traders' Sub-Committee,
Postal Cash on Delivery Association.

The Australasian Market

SIR,—If the remarks attributed to Mr. Arthur O. Richardson in your current issue that "Man for man, Australians buy 50 per cent. more British goods than the men of any other country" are correct, it shows that Mr. Richardson, during his visit to Australia, has been so overwhelmed with the importance of the Australian market that he has not studied the position in other countries.

Mr. Richardson should take a glance at the trade figures of Australia's near neighbour, New Zealand. He would then find that the *per capita* purchases of British goods are more than 50 per cent. greater than the Australian. In 1925 New Zealand purchased British goods at the rate of £18 7s. 3d. per head, against Australia's £11 13s. 11d.

A misstatement, such as Mr. Richardson's, is a serious reflection on the New Zealander, who, quite properly, prides himself on being, relative to the small population of the country, Britain's best customer.

D. H. PEARSON.

Watling Way, near St. Albans.

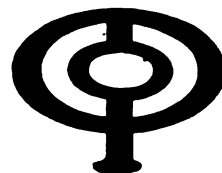
Linking the Paper with the Advertisement

A novel advertisement appeared in the *New Statesman* recently headed "The *New Statesman* and Norvic Shoes." The subsequent copy, which was signed "F.W.W.", included the following statement: "For many months the proprietors of the *New Statesman* have been suggesting that the makers of Norvic shoes should advertise in their paper. The idea seems to be that a shoe of quality like Norvic will appeal strongly to readers of a weekly magazine whose circulation is what is known as a 'quality' circulation. The writer of this advertisement happens to be a regular reader of the *New Statesman* and intimately connected with the manufacture and selling of Norvic shoes. He believes that Norvic shoes are good enough for him to recommend his fellow-readers to try them."

FERODO
Brake Linings

WILWIN
Boots and Shoes

RILEY'S
Billiard Tables



The
Advertiser's
Weekly
of
May 7th
and
May 14th

will give
A Complete Report
of the Advertising
Convention.

In view of the heavy demand for Convention issues, extra copies for filing should be ordered beforehand.

If your Goods
are for Women
your Advertising
is for
WELDON'S
Famous Fashion Journals



WELDON'S LTD.
30-32 SOUTHAMPTON ST.
STRAND LONDON W.C.2

THE SECOND ALL-BRITISH
ADVERTISING CONVENTION
BLACKPOOL.
COME TO THE
**DIRECT
MAIL
ADVERTISING
SESSION**

to be held in the
Oriental Village
on
TUESDAY AFTERNOON,
MAY 4TH at 2.30
Arthur Chadwick

Organiser

DIRECT MAIL ADVERTISING SESSION
Managing Director

AMALGAMATED PUBLICITY SERVICES LTD.
PUBLICITY HOUSE, BUCKNALL ST.,
LONDON, W.C.2.



THE SYMBOL OF SERVICE FOR
**DIRECT
MAIL
ADVERTISERS**

A MALGAMATED PUBLICITY SERVICES LTD. offers a complete service, from the submission of recommendations right through to the actual mailing of the matter.

The Service Department is thoroughly efficient, and its ideas original. The Addressing and Mailing Department is the best organised in the country, with facilities for putting Advertisers into direct touch with the Trades and Residential Community, under several grades or classifications, in any Hamlet, Village, Town or City in the British Isles.

Meet Arthur Chadwick at Blackpool who will tell you how his organisation can serve you.

**AMALGAMATED
PUBLICITY SERVICES LTD.**

Arthur Chadwick, Managing Director,
**PUBLICITY HOUSE, BUCKNALL
STREET, LONDON, W.C.2**

Telephone: Gerrard 9646 (Five lines).
Telegrams: "Malpubser, Westcent. London."

**CONFERENCE ON HOUSE
MAGAZINES**

ON Friday last, the Industrial Welfare Society organised a conference of editors of house magazines at Caxton Hall.

A paper was read by Mr. G. S. Deakin, editor of the house organ of Messrs. Mander Bros., Wolverhampton, on "Industrial Relations and the Works Magazine," and Mr. T. Thornton Wills, editor of the house organ of Messrs. W. D. & H. O. Wills spoke on "The Editor's Task."

Mr. G. S. Deakin, in his address, said that in the gradual increase in size of factories and workshops, due to the general adoption of power-driven machinery, the problem of industrial relations was created, and the personal element in factory life gradually disappeared. To-day we had large groups of people gathered together in industries of every kind, who had no opportunities, as their grandfathers had, of experiencing the personal contact with the owners of the business. The works magazine was the modern counterpart in factories of the personal note inherent in the industrial system of this country many years ago.

At a luncheon in connection with the conference, Sir Ernest Benn and Capt. H. Macmillan, M.P., addressed the delegates. The chairman of the conference was Mr. Robert R. Hyde, director of the society.

Prior to the morning session two parties of delegates paid visits to the offices of the *Times*, where they were conducted over the printing works. Files of British and foreign works and staff magazines, specimens of printing blocks, illustrations, etc., were on exhibition at Caxton Hall during the conference.

THE USE OF PHOTOGRAPHY

MR. A. F. SERGEANT, managing director of Messrs. Lilywhite, Ltd., calls our attention to a paragraph headed "The Use of Conventions" in the *WEEKLY* for April 2. This paragraph contained a report of an address given by Mr. C. Harold Vernon at one of the "On-to-Blackpool" luncheons of the Publicity Club of London.

During this address, Mr. Vernon was reported to say that the "Craven A" advertisement, in which Mr. Greenly, the well-known advertising agent, was shown smoking a cigarette, was the first time that photography was used in connection with cigarette publicity in England.

Mr. Sergeant claims to be the first to use this method of publicity.

"My firm, Messrs. Lilywhite, Ltd.," he says, "adopted this method for Messrs. Patteuoux, Ltd., Manchester, the makers of 'Junior Member' cigarettes and the late Mr. Elwin Neame, the well-known West-End photographer, personally carried out my instructions with regard to the necessary studies for the work. Similar studies were afterwards produced and sold for other firms and appeared in the Press. British advertisers can take it for granted that the uses of photographs for commercial purposes were understood, and were in use in England, long before the Americans made use of them."

"The date of the picture for Patteuoux's was November, 1922, and we produced a similar head for the same firm even earlier—in 1919. Carreras' first picture on these lines did not, I believe, appear until the middle of 1923."

KLEINERT
Specialities

MALTONA
Tonic Wine

MILWARD'S
Sewing Needles



Mr. W. H. JACKSON.

At the
**Advertising
Convention
BLACKPOOL**

I shall be pleased
to meet and
make friends.

Staying at
IMPERIAL HOTEL.

W. H. JACKSON & Co.

ADVERTISING &
BILLPOSTING CONTRACTORS,
POSTER & TICKET WRITERS,
WHOLESALE STATIONERS.

318, VICTORIA ST., GRIMSBY.

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,

36-38, Whitefriars Street, E.C.4.

Telephones: Central 8877

Telegrams Remyek, London.

TO ADVERTISERS.

**NO SCHEME IS COMPLETE
WITHOUT AN APPEAL TO THE
RAILWAY TRAVELLING PUBLIC.**

We directly control 2,000 stations on the
Great Western, Great Central and other lines.

Let us know your requirements and we will quote for space.

**ENAMEL PLATES, POSTERS,
PAINTED BOARDS, GLAZED
FRAMES, Etc.**

Telephone :
Holborn 6810.

WYMAN & SONS, LTD.,
Railway Advertising Department,
FETTER LANE,———E.C.4.

Telegrams :
"WYMANADS,
LONDON."

Classified Advt.

(Continued from page 219)

Appointments Vacant

PARTNERSHIP offered to good outdoor man in Provincial Advertising Agency. Good prospects Motor essential.—Box 173, "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.

AN EXCEPTIONAL OPPORTUNITY is offered by an old-established company controlling several trade journals, to the man who can influence new advertisement business. Grit, initiative, personality and good address absolutely essential. State age, experience, etc.—Box 171, "Advertiser's Weekly," 66, Shoe Lane, London, E.C. 4.

EXPERIENCED ADVERTISEMENT REPRESENTATIVE wanted for local canvassing for well-known North London Daily District paper. Apply Box 176, "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.

ARTISTS.—Progressive Agency wishes to get in touch with Artists for general layouts and finished drawings: fashion, mechanical and humorous subjects mostly used. Write BCM/AF4A.

Appointment Required

FIRST-CLASS ADVERTISING ARTIST offers services to Agencies and Business Houses. Any medium.—Rowe and Co., 36, High Street, Croydon.

Service

COPY.—Agency ex-Chief supplies Copy and "Roughs" (the kind that gets Accounts) at agreeably modest rates.—BM/BSYH, W.C. 1.

COPY for Advertisements, Booklets and Sales Letters, by practical advertising man with sound selling experience. Box 175, "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.

Business for Sale

40 PER CENT. RETURN.—Radically new sales promotion scheme for local retailers. Signed orders in actual London test prove intense demand. £1,000 needed to promote, 40 per cent. return conservative estimate. Managing Directorship present company offered; sale outright considered. Sales and advertising experience essential. Full details to bona fide applicants.—Box 172, "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.

Business Offer

FINANCIAL INTEREST desired in sound press Advertising Agency with substantial turnover. Principals only (by letter). James Fraser and Sons, Chartered Accountants, 31, Cuthall Avenue, London, E.C. 2.

DRI-PED
Super Leather

CELANESE
Fabrics

TAN-SAD
Prams



CATALOGUES—PAMPHLETS—CIRCULARS

Prompt Attention. First Class Work.

ELPHICKS

Printers - BIGGLESWADE.

ADVERTISING EMPIRE PRODUCTS

Dried Fruits Next—Then Canned Fruits and Butter

The new campaign for Australian apples is to be followed by campaigns for other Empire products.

IT was announced from Australia House on Friday that a wide advertising scheme is to be undertaken in Great Britain this year, by the Australian Dried Fruits Board, which is one of the biggest participants in the advertising scheme to be undertaken jointly in this country by the Commonwealth Government and Australian producers.

Under this scheme (which is supplementary to the £500,000 publicity project recommended by the Imperial Economic Committee) the money raised by Australian producers for advertising in this country is to be augmented pound for pound by the Australian Government, with a limitation that their contribution shall not exceed £50,000.

Spent in the Press

In the campaign now to be pursued by the Dried Fruits Board to promote the sale of Australian sultanas, raisins, and currants, the greater part of the money will be spent on newspaper advertising.

A special advertising manager, Mr. A. Hyland, has left Australia to conduct the campaign from Australia House. Throughout the project, emphasis will be laid on the excellent quality of the goods as the prime reason for buying them.

It is stated by the Australian Dried Fruits Board that the new season's crop of sultanas and currants which will reach this country next month is exceptional. Weather conditions in the Murray River Valley have been excellent, and it is hoped to place on the market samples superior to any that have so far been sent to Great Britain. In particular the quality of the currants is said to be greatly improved.

The first cargo of dried fruits arrived in England yesterday (Thursday) and it is understood that the campaign will be inaugurated at the earliest possible moment—probably on the arrival in England of Mr. Hyland.

Names of Commissioners

With regard to the Imperial Government's publicity scheme, to which Australia's own effort will be an important adjunct, it was stated at the Colonial Office this week, that Mr. Amery is anxious that effect should be given as soon as possible to the recommendations of the Imperial Economic Committee by completing the personnel of the Commission which is to advise on the application of the £500,000 grant. Mr. Amery, it was stated, already has the names under consideration, and it is expected that he will announce them very shortly.

The Australian apple campaign, already inaugurated, is being paid for entirely by the people interested in the trade. Every exporter of apples to England is paying one halfpenny on every box into the pool for advertising expenditure.

This scheme promises to be so successful that, after the dried fruits campaign, canned fruits and butter will be the subjects of other campaigns.

It is stated that other Dominions are contemplating similar advertising for their products.

CONNOLLY

THE
MOTOR
ARTIST

An all-round artist who knows motors inside-out, saves you time, temper and money. Technical accuracy—live figure—line, wash or colour. Write, call or ring.

H. Connolly
Telephone: Museum 3889.

4, Russell Chambers,
LONDON, W.1.

**INDIA
AFRICA
AUSTRALASIA
CANADA
FAR EAST
WEST INDIES**
as well as
THE
UNITED
KINGDOM

For OVERSEAS ADVERTISING
as well as for HOME PUBLICITY

CONSULT
STEELE'S
ADVERTISING SERVICE, LTD.,
Norfolk House, Norfolk Street, LONDON, W.C.2.

An Official Invitation to Visit

TORQUAY

THE ENGLISH RIVIERA



View from Waldon Hill

Dinham

THE next Advertising Convention should be held in glorious South Devon and the reasons are obvious:

Express (non-stop) trains daily from Paddington and through carriages from principal centres of population.

Splendid halls capable of accommodating thousands; first-class hotels and select guest houses.

Entertainments second to none in the Kingdom, and every facility for outdoor sport and recreation.

A district too, full of history, folklore and romance!

All conferences held in Torquay are memorable ones!

All official literature free from
J. M. SCOTT (PUBLICITY DIRECTOR), TORQUAY

POSTER ADVERTISING

THROUGHOUT

**WESTERN
LONDON
MIDDLX. SURREY
BUCKS BERKS**

Conducted in an
efficient manner
with first-class
**POSTER
STATIONS**

by

**PASCALLS
LIMITED**

and Associated Coy.'s

Ealing and Hounslow :
TRINDERS LTD.

Kingston, Guildford and
Woking :
KERRISONS LTD.

Chertsey :
**CHERTSEY BILL-
POSTING CO.**

Windsor :
**WINDSOR BILL-
POSTING CO.**

Hounslow and Staines :
J. & E. MAYGER.

Uxbridge :
**UXBRIDGE BILL-
POSTING CO., LTD.**

All Enquiries to
46,
Hammersmith Bridge Rd.
W. 6.

Phone: Riverside 0038 3338.

SOME OF THE SIGHTS OF BLACKPOOL

What Delegates will see between the
Business Sessions

THIS is Blackpool's Jubilee Year. Fifty years ago Blackpool was a small holiday-place with about 8,000 inhabitants. Now it is one of the most popular and best-organised resorts in England.

Some of Blackpool's popularity undoubtedly comes from the widely-varying attractions which it has to offer. Apart from its long and magnificent sea-front, the town has palatial halls of amusement, such as the Tower, Winter Gardens, Palace, Pleasure Beach, Opera House, Grand Theatre and so on, capable of holding at one time 200,000 people, twenty-five times as many as the total inhabitants of the town fifty years ago.

From the top of the famous Tower one can obtain a wonderful bird's-eye view. One reaches the summit of this structure, stretching 525 feet into the air (observable to the naked eye from the sea or land in some cases dozens of miles away), in an elevator, and is rewarded for any unnecessary apprehension one may have felt by a magnificent panoramic view of the surrounding sea and countryside. Beneath its shadow one finds a veritable palace of entertainment, probably unparalleled under any single roof.

The Three Piers

For a parade of fashion and animation there is probably no place in these islands, not even in Hyde Park itself, which compares with Blackpool's North Pier on a bright Sunday morning. The North Pier is never dull. In its excellent pavilions one can hear good bands play the best music, and some of the most famous singers and instrumental artistes of our time often appear there.

A ten-minutes' walk along the Promenade brings one to the Central Pier, which has its own special attractions.

Still further down the Promenade one comes to the Victoria Pier. Upon this has been built a new Floral Hall, making three pavilions in all. In the new addition there plays a really first-class orchestra, much appreciated by lovers of choice music, and a veritable haven of rest after a brisk walk from the north.

The Palace under Glass

Equal to any other resort of entertainment in their alluring charms are the Winter Gardens. Here the same infinite variety of entertainment and attractions, spread over more than six acres, is surmounted by glass, under which flourish hundreds of plants, many of tropical splendour. Here is the exotic touch, where one may recline in comfortable chairs beneath massive palms and wo romance. There is, too, in the magnificent building an Indian Lounge, ornately decorated, where are witnessed some of Blackpool's most delightful social functions.

Large crowds were attracted to the old Infirmary site in Manchester last Saturday to watch the progress of the Cup Final as it was reported on the Mutagraph. Announcements of the score were flashed on the board within 25 seconds of the time they were despatched from London.

Advertisements in "The British Weekly" are considered by the readers in the same favourable light as are the personal recommendations of good and trusted friends.

**Mr. F. J. C. Broome's
considered opinion—
as expressed in a
letter to "The British
Weekly" :—**

6th July, 1925

Dear Sir,

It may interest you to know that (as representing the Publicity Department of Harrogate) I consider "The British Weekly" as an absolute essential in any Press scheme we promulgate.

This opinion is based upon practical experience of its pulling powers, combined with the records of our Press analysis system, and for low cost of reply, "The British Weekly" stands nearly at the top of any of the media we use, and certainly at the top of any of the weekly publications, religious or otherwise, that we employ.

Yours truly,

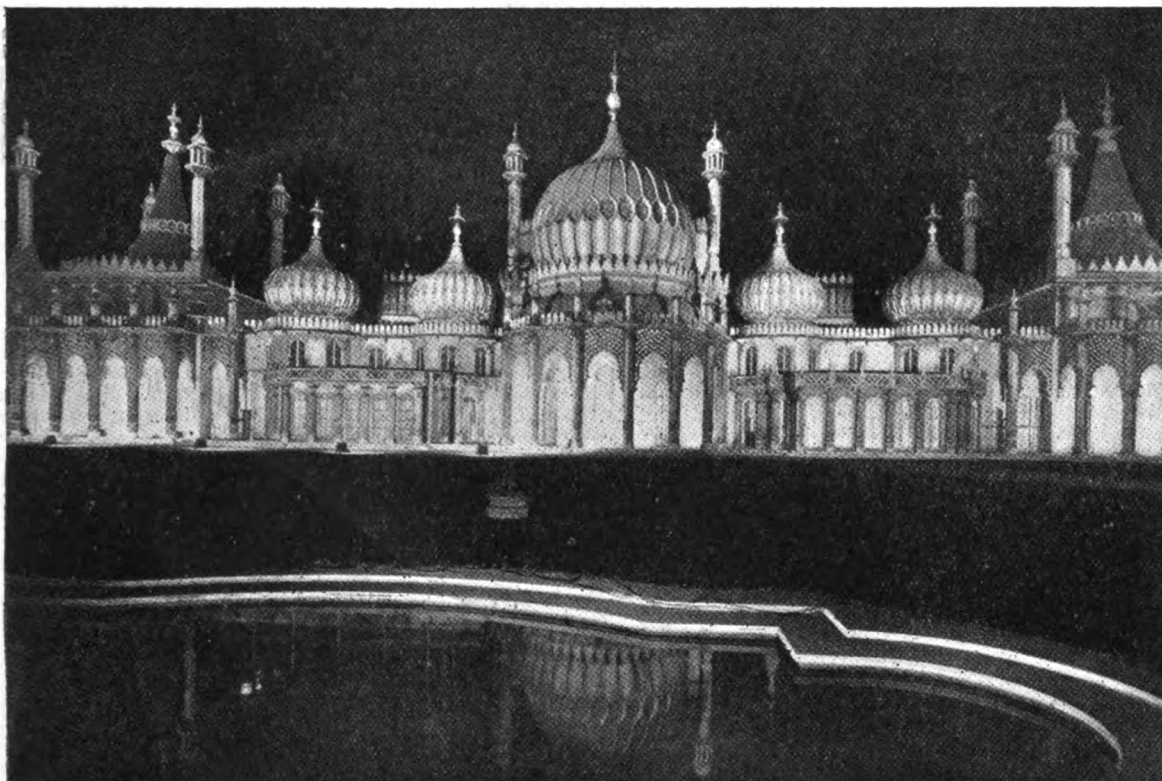
F. J. C. BROOME,
Publicity Manager.

A Specimen Copy of "The British Weekly" and full particulars will be gladly sent on application to—

**The Advt. Manager,
"The British Weekly"
20, Warwick Square, London,
E.C. 4.**

Brighton Next!

"Queen of Watering Places"
"Empress of Hospitality"



The Royal Pavilion, Brighton, by night.

Hold the 1927 Advertising Convention in a Royal Palace.

Some Reasons why—

- | | |
|---|---|
| <ol style="list-style-type: none">1. Brighton is the Home of Conferences. Her 50 years' experience in entertaining important gatherings guarantees complete satisfaction.2. The Royal Pavilion comprises magnificent suites of rooms of all sizes—all under one roof.3. Brighton is only one Hour from London by rail, and only one minute by telephone.4. Brighton can house many thousands in her unrivalled Hotels. | <ol style="list-style-type: none">5. Brighton offers sport and recreation facilities of all kinds.6. There is no fear of dull evenings at Brighton. Bright entertainment is available in abundance.7. Brighton's Hinterland of Glorious Downs and Weald offers scenic attractions of the first order.8. Last, but not least, "Doctor" Brighton dispenses Sea Air and Sunshine. |
|---|---|

Vote for **BRIGHTON**—and a Right Royal Time.

CLUB NOTES & NEWS

What's On

Leeds.—Queen's Hotel, 7.30 p.m., to-night (Friday). "A Motor Tour through Five Countries of Europe," Mr. C. G. Gibson, the ex-Lord Mayor of Leeds.

Newcastle-on-Tyne—The Spirit of Advertising Club Work

Mr. Andrew Milne, chairman of the London Publicity Club, was the special speaker at the meeting on April 23. Mr. Milne dealt with "The Spirit of Advertising Club Work," and averred that such a club attracted the man who was awake but repelled the man who was half asleep. It was his belief that the success or failure of organised advertising in this country in the future would depend on the advertising club.

Publicity Club of London—"Mad on Advertising"

At the last On-to-Blackpool lunch, on Thursday, Mr. Arthur Chadwick sounded a rallying note that gave great encouragement to the delegates. He said the Convention's greatest point was that it provided an opportunity of hearing the other man's point of view.

One of the greatest faults of our life to-day was detachment. The inability to see more than one side to a question was a serious drawback to commerce, and the Convention would give an opportunity for getting together and pooling experiences.

The Convention would also help the delegates to learn more about advertising. When men and women engaged in the profession said that they had nothing

more to learn about advertising, it would be time for them to retire and make room for others.

Blackpool would also enable one to get into touch with men from the North, South, East and West. This was an invaluable aid, since men from different corners of the kingdom varied a great deal in their outlook.

Mr. Chadwick added that advertising should be regarded as an evolution—a development from simplicity to complexity—or, as the dictionary had it, "the gradual advance from a simple and rudimentary condition to one that is more complex and of a higher character."

Mr. Walmsley proposed a vote of thanks to Mr. John Armstrong for organising the 'On-to-Blackpool' campaign in the London Club, and thanks were also accorded to Mr. Thornberry for acting as chairman.

Hull—The Possibilities of Community Advertising

Mr. W. M. Teasdale, advertising manager of the L. & N.E.R., speaking at the luncheon meeting on Monday on Community Advertising, said that England was very backward in advertising her towns and cities compared with America. In Portland, Oregon, for instance, with a population of 280,000, approximately £60,000 was spent on advertising the town every year.

For the last four years York had advertised extensively, and last year the number of visitors increased by 56 per cent.

Mr. J. W. Rowbottom addressed a Luncheon meeting of the Club on Wednesday on "The Finance of Advertising."

Apparently the only advertising subject which Hull has not yet been instructed in since the recent beginning of the Advertising Club is that of direct mail advertising, but the secretary has booked for May 26 Mr. Arthur Chadwick, and to this meeting have been invited the members of the Hull Rotary Club.

It is understood that the summer syllabus, which is not yet definitely fixed up, will be a most attractive one, and will include a sea trip.

Northampton—Mr. Morris on Footwear and Fashion Advertising

Mr. E. Herbert Morris, of Morris & Groves, addressed the Business Men's Association last Wednesday, on Footwear and Fashion Advertising. Mr. F. James presided.

If they had only to cater for plain, unimaginative man, said Mr. Morris, there would be no difficulty in regard to advertising, but it was chiefly with women's fashions that they had to deal. Even in these days of business depression, fashion still flourished, fostered by the leaders of society and influenced by the theatre.

The very first step to take towards advertising shoe designs was to see that Northampton should build up for itself a world-wide reputation as a centre for women's footwear fashions. As he looked through the shoe advertisements of the day he noticed that the men who were succeeding were those who described, illustrated and priced their goods. The firms who rested content with telling people what splendid fellows they were and glorifying their own good taste by putting out merely pretty or artistic advertisements were not forging ahead.

The

Belfast Telegraph

WILL

"SELL BRITISH GOODS"

IN NORTHERN IRELAND.

NO IMPORT DUTIES

CLUB NOTES AND NEWS—(Cont.)

The successful ones were those who let the public know all about their goods, and based their advertisements on plain facts.

Advertisers almost invariably expected either too little or too much. Advertising was not a magic carpet and did not work miracles, and it was ridiculous to expect a fortune from one four-inch single-column announcement.

Advertising had doubtless benefited both the public and the individual trader. It had given purpose and direction to factory staffs, where managers knew what to aim at and were able to plan production accordingly. He was looking forward to the day when its effect would be felt in the backward lands of India, China and Russia, inspiring the inhabitants to reach upwards to a higher condition of life.

In conclusion, Mr. Morris paid a tribute to the worth of newspaper advertising. If they wanted to discover in which paper to advertise there was always one acid test to apply. This lay in finding out whether a particular journal was so much wanted for its editorial matter that people would make a fuss with their newsagents if he did not bring it to their door regularly. "The great newspaper," continued the speaker, "will long remain the best and most effective medium for advertising. It tells the public the daily news, the evening news, the news of the world. Let it tell them also the good news of the brave things which are worth seeking, worth having, and worth working for."

At the close of the meeting Mr. B. Clowes, treasurer of the association since its inception, who is shortly leaving to take up an appointment at Stafford, was presented by the chairman with an attache case, bearing his initials, in recognition of the services he has rendered.

Publicity Club of London—Draw for Gifts to Blackpool Delegates

Before the commencement of the meeting on Monday the chairman made the draw for the £10 10s. presented by Sir Charles Higham and for the ten "fivers" presented by Mr. Robert Thornberry to Blackpool delegates.

The following were the winners:—£10 10s. to Mr. E. R. Maund, and £5 to each of the following:—Mrs. Comerford, Miss Muriel Atkins, Miss Jill Dell, and Messrs. A. Moore Hogarth, A. J. Taylor, Hugh S. Allen, R. G. R. Price, Chas. M. C. Symes, A. S. Porter and Duncan E. Shaw.

Publicity Club of London—"Mad on Advertising"

Mr. W. G. Fern, speaking at the meeting last Monday, stated that it was his desire to bring the "outside" point of view to the notice of the club members. Mr. Andrew Milne presided.

Advertising would not cure everything, as some advertisers seemed to think. It was subordinate to selling—one of the aids to selling in fact—and this point of view should not be lost sight of. Market research was of much more importance.

The great power in this country to-day was that of the Press. The power behind the Press was the advertiser, and behind him was the man who paid the bills. There was another body which was apt to be neglected, and that was the public. Advertisers had neglected public opinion. The public point of view was a blind moving force, often inarticulate, but there was in this country a submerged feeling of wonderment about advertising. The public were not altogether satisfied with the Conventions, etc., and if the adver-

tisers did not take notice of this underlying current they would find that the public would discredit all advertising.

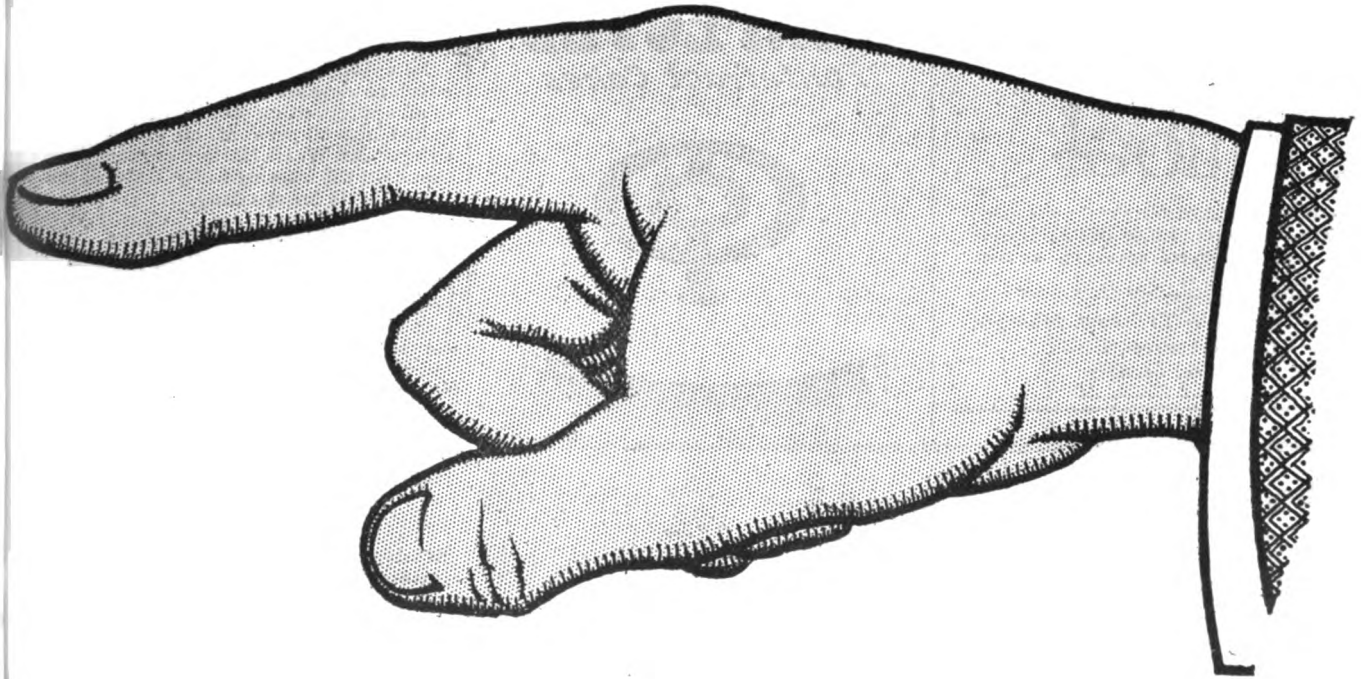
There was undoubtedly to-day in England a wonderful revival of the spirit that would build up this country. There was an endeavour to understand the technique of business better than ever before. The remark had been made to him recently that advertising men were extraordinarily dangerous, because there was no profession in the world that understood psychology so well, and there was no profession using it so thoroughly for its own ends. Business could only be built up on mutual satisfaction to the buyer and seller alike, and if advertising pursued this plan of thought, and used psychology merely for its own ends, that very power would destroy it in the long run. Where this lack of confidence existed it was up to advertising men to master the problem and get the confidence of the people.

The speaker went on to offer a few suggestions. The first was that advertising was being made too complex where it should be simple. All the great men through the ages had been simple men, and they had expressed their wonderful thoughts in simple language.

Further, advertisers must study the people—the psychology of selling. Advertising was not an end in itself—it was merely a means.

Another suggestion. Advertising must have the power to say "No." He had known cases where money had been spent on advertising which had been absolutely futile, and which five minutes of market research would have stopped.

One of the greatest dangers in advertising was the lack of inter-staff training. Some organisations were spending thousands upon thousands to build up,



REJUVENATION

Suppose you could stroll around Nikko's temples, or climb the Great Wall of China, or inspect a Malayan rubber estate, or be the guest of an Indian Maharaja, wouldn't you return to your office full of new ideas,—wouldn't you see many new angles on old familiar problems?

Harry H. Field, for two years the American Representative of the Associated Newspapers, Ltd., has just returned from such a trip in the Orient, studying Advertising and Selling in those parts. Before proceeding again to New York he is prepared to create new ideas and rejuvenate old ones for a limited number of clients. Address, during Convention week, at "Kinross," St. Annes-on-Sea, or Box 158, *Advertiser's Weekly*.

Advertise— the Window Way

¶ Link up your Press advertising with the public by Window Displays.

¶ We design, manufacture, in Papier Mache or Plywood, complete displays and send them direct to your client.

R. R. Thompson, Ltd.
New Malden, Surrey.

TELEPHONE - MALDEN 0267.

The Outlook

—with its 20,000 readers of the well-to-do class—can hardly fail to pay advertisers of quality products appealing to men.

Rate Card and Specimen from—
L. INDER-HEWITT, Advt. Manager,
69, Fleet Street, London.
Phone: Cent. 3173.

There's a future in COMMERCE + AVIATION!

If YOU sell goods or services to the commercial, professional and leisured classes, national or world-wide, you will do yourself a service by writing to-day for Circulations Chart.

FRANCIS J. FIELD LIMITED, (Publications Dept.) SUTTON COLDFIELD

British
Only two / advertising mediums specialise] in covering this market of to-morrow:—

"The Aero Field"—An illustrated monthly of commercial aviation past and present. (3/6 per annum.)

"A Commercial Atlas of the World's Airways," with "Foreword" by Sir W. Sefton Brancker, A.F.C. (2/6 net).

CLUB NOTES AND NEWS—

(cont. from p. 207)

and yet the people inside the organisations were breaking it down.

Regent—Debate on the Relative Value of Press and Poster

"The Relative Importance of Outdoor Publicity and Press Advertising" was the subject taken for discussion at the meeting at the Caxton Hall, last Wednesday, April 21. Mr. Philip Emanuel presided.

In opening the discussion, Mr. C. W. Gardner, President of London Billposters' Protection Association, expressed Mr. Cyril Sheldon's regret at not being able to be present at this meeting.

Mr. Gardner compared the costs of outdoor publicity and Press advertising, and mentioned that to make a product a household word, that is to cover the whole country, only £50,000 would be necessary, as compared with £200,000 for a big Press campaign.

He commented on the vast improvement in the service given by billposters nowadays, and stated that the Press were some of their largest clients for increasing circulation, as, of course, they could not use competitive papers for this. Seaside resorts are also big users of posters, but he said, "I do not wish to claim that the poster takes the place of Press advertising."

Mr. W. Nefydd Roberts spoke on behalf of Press advertising, and began his speech by saying he considered that this side of publicity was the essential, and that any other form of advertising must naturally absorb only a small proportion of funds.

He said he summed up the two media in the following:—Press—explanatory; poster—exclamatory.

He said, "Why are there no posters in Mayfair? Naturally, because people would not live there if there were." He agreed that the billposting service is certainly good, but on wet, foggy, wintry days people hurry home to their firesides to read newspapers and magazines.

Miss Wilson started the general discussion by suggesting that the 20 per cent. of an appropriation spent on posters is as valuable as 80 per cent. on Press advertising. Mr. W. H. Harford expressed the thanks of the meeting to Mr. Gardner and Mr. Roberts for speaking.

Awards to Blackpool Delegates

Sir Charles Higham's gift of ten guineas for Regent delegates to Blackpool, to be awarded in the form of prizes for the best essays on "Why I Should Like to Go to Blackpool," has been won by Miss Lilian M. Godson, under the *nom-de-plume* of "Hope," and Mr. C. J. Rose—"Floreat Regent." The two prizes of £5 given by Mr. Robert Thornberry were drawn for at the On-to-Blackpool Supper on Tuesday last, and the winners were Mr. F. Aspland and Mr. R. J. Bartlett.

Bradford—Col. F. V. Willey on the Italian Revolution

Comparing the Russian and Italian revolutions, which he said were the two outstanding social movements since the war, Col. F. Vernon Willey, in a speech to the Club on Tuesday, said the Italian accomplishment was the more astounding one, and, as it had vindicated to the full all the principles that England stood for, it should receive our warmest sympathy and support.

IRELAND'S VIEW OF THE CONVENTION

Messages from Ulster and the Free State Delegations

From Sir Robert Baird, President of the Ulster Advertising Club

You ask me to give you a message, as President of the Advertising Club of Ulster, on what I expect the Convention this year to achieve, and what appears to me as most valuable in the outline of the programme which has appeared.



Sir R. Baird

Let me at once declare that the selected theme or slogan for the convention "Sell British Goods" is the real need of the moment, and to make this clarion call into a reality is, I believe, the impulse and desire of

every British advertising man and woman.

With such an excellent programme as the outline before me indicates I hesitate to declare which session will prove the most valuable, but the Manufacturers' Session and the session devoted to the Newspaper Executives should, in my opinion, prove most beneficial to British commerce and industry.

As a newspaper proprietor I always consider that the manufacturer, the advertising agent and the publisher form, as it were, a partnership, and that if any one of these three succeed the other two must succeed, and I know that the newspaper proprietor's every endeavour is to ensure that the advertiser will succeed.

"Buy British Goods" backed by "Truth in Advertising" will surely "Sell British Goods"; therefore I look forward with confidence to the note sounded at Blackpool resounding throughout the length and breadth of the United Kingdom, and that the great British public will nobly respond. Then indeed will our British Advertising Conventions be justified, and those who assist in the deliberations realise they have done something worth while.

From T. A. Grehan, Leader of the Dublin Delegation

I think Blackpool furnishes a truly romantic occasion for taking stock of the amazing advance of advertising thought and practice during the past twenty-five years. Ireland has shared in this progress, and immensely benefited by it, and we feel that the more we advertising men put shoulders together and hear each other's viewpoint the better for advertising.

The special delegates' train leaving Euston at 10.30 a.m. on Saturday is timed to stop only at Crewe, and is to arrive at Blackpool at 3.38 p.m. instead of 4.35.

FOR NORTH-EAST ENGLAND
and the FOUR HUMBER PORTS
(Hull, Grimsby, Immingham and Goole), the

"HULL DAILY MAIL"
and **"HULL TIMES"**

are the **LEADING DAILY
AND WEEKLY PAPERS**
Predominant in **NEWS, INFLU-
ENCE AND CIRCULATION.**

Extensively used by all the principal
advertisers, both national and local.

'MAIL' CERTIFIED NET SALES for 1925
65,134 Copies Daily

*Specimen copies, rates, &c., on application to
Advertisement Manager, Jameson St., Hull.*

CEN. TEL. 5700
(Ten Lines)

TELEGRAMS :
"MAIL & TIMES, HULL."

To Advertisers, Manufacturers & Printers

MACPHAIL
Ad-Services Ltd.

EMBOSSED SHOWCARDS
for Shop Window Display,
Exhibition Stand or Pavilion.
One Card, One Dozen, One
Hundred or One Hundred
Thousand.

SAMPLE AND ESTIMATE
by Return, in any Colours.
State Numbers required.

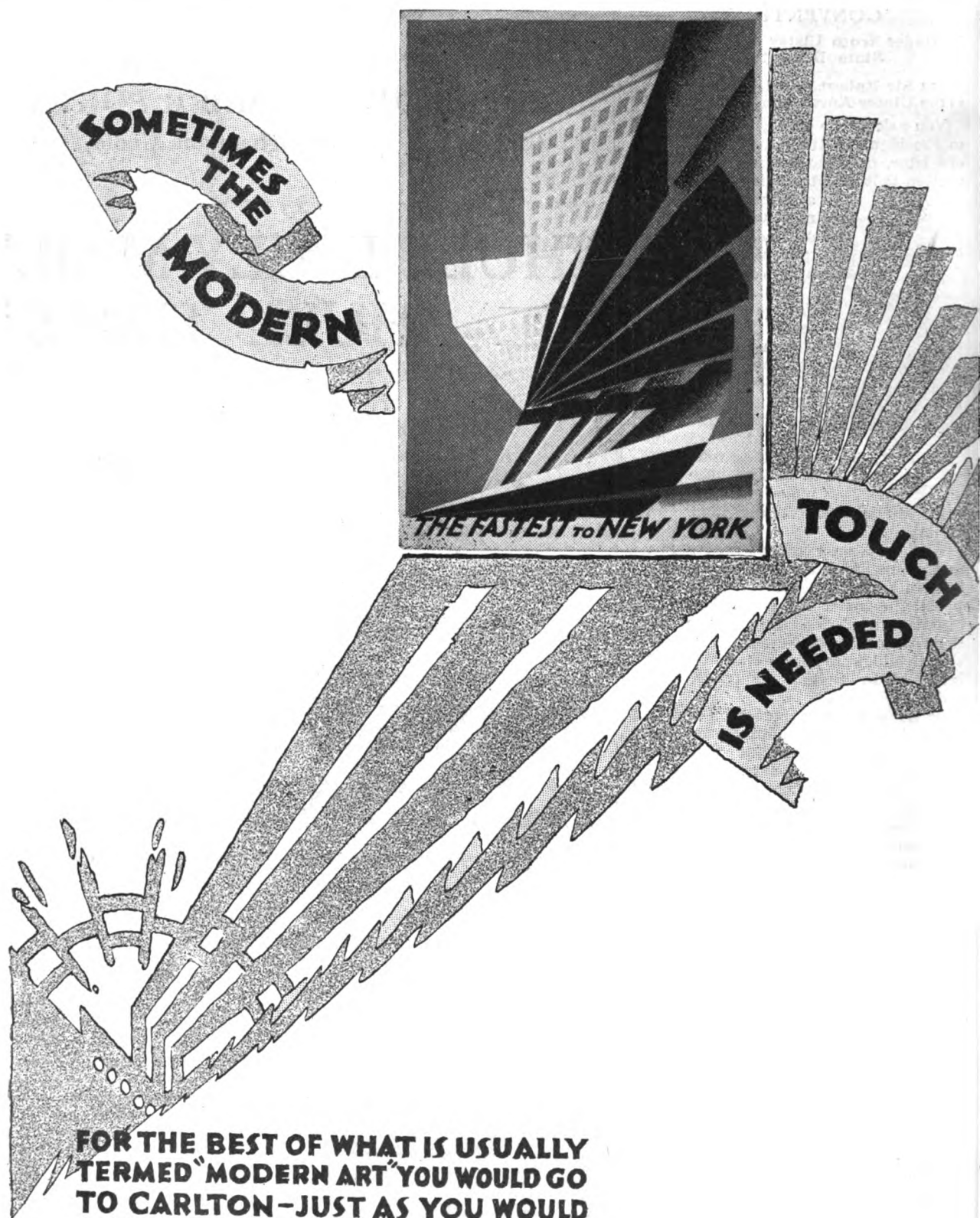
18 Sauchiehall Lane, Off Renfield Street
GLASGOW

AS REPRESENTATIVE AND ADVERTISING CANVASSER,
newspaper preferred, ex-Army Officer, good address, energetic, own car, closely in touch with about 300 concerns, in all trades, over Great Britain and Northern Ireland. Extensive knowledge of the Drapery Market, Footwear, Clothing, China, Motors, etc.
Box 174, "ADVERTISER'S WEEKLY," 66, Shoe Lane, E.C.4.

CLERK WANTED,

Familiar with newspaper rates and routine of Advertising Office. Apply by letter, state experience and Salary required,

Box 178, "ADVERTISER'S WEEKLY,"
66, Shoe Lane, E.C.4.



FOR THE BEST OF WHAT IS USUALLY
TERMED "MODERN ART" YOU WOULD GO
TO CARLTON—JUST AS YOU WOULD
FOR THE BEST OF ANY OTHER CLASS
OF ART WORK

CARLTON STUDIO
Carlton House Ltd
GREAT QUEEN ST. KINGSWAY

The Modern Spirit in Business

THE only good reason for doing anything in business is because it pays. That was the view of the old type of business man, full of prejudices against all innovations.

It is, however, no less the view of modern business leaders whom you find in the forefront of every new movement.

They frankly give away at Conventions what would once have been regarded as business secrets. They *know* that this policy pays.

It is no secret with them that the best art is a highly profitable investment; or that the more advertisers there are who use good art the better it is for advertising generally.

We at the CARLTON STUDIO claim that our art service offers you the best value, the best quality and the widest diversity of style obtainable.

For the very good reason that it will pay you to do so, we invite you to write to us about your advertising art and ideas, and listen to the suggestions we shall gladly make. They will be as helpful as we can make them.

CARLTON  STUDIO
Carlton  House,
Great Queen Street,
Kingsway, London,
W.C.2.



*"New occasions teach new duties,
Time—makes ancient good uncouth."*

Old methods will not meet new needs;
nor will present problems be solved with
an old rusty key.

A service agency of unquestioned ability
is a modern method of meeting a modern
need.

Is it worth a stamp to know more about
it?

SCIENTIFIC PUBLICITY

(Advertising Service)

(Propr. : W. DAGG),

"OBSERVER" CHAMBERS,
HUDDERSFIELD.



Details of our House-to-
House Distribution Sys-
tem, covering 5,372,600
houses in the U.K. will
be available from

ARTHUR LAMBERT,
"Imperial," Blackpool
During the Convention

*Always busy—but
never too busy to
talk Advertising*



Tully-Crabbe Ltd.
Advertising
Star Buildings
Northumberland Street
NEWCASTLE-ON-TYNE

**BULLOCH
LADE GOLD
LABEL**
Pedigree Scotch Whisky

**GREYS
BIG**
Cigarettes

ORLIK
Pipes



CURRENT ADVERTISING

**Notes of New Business Going Out:
New Advertising Now Appearing in
the Press and on the Hoardings**

Alfred Pemberton, Ltd., have com-
menced a new scheme for Cerebos Salt.

Nash & Alexander, Ltd., are handling
business for Meltis Chocolate and George
Doland (Tailor).

D. J. Keymer & Co., Ltd., have con-
siderable advertising in hand for Samuel
Bros.

Fredk. E. Potter, Ltd., have been
placing a new appropriation for Libby's,
and booking space for Fairycycle, Decca
Gramophone, and Culmak Shaving Soap.

C. Vernon & Sons, Ltd., have page ad-
vertisements running in the illustrated
weeklies for Ewart's Lightning Geyser.

Central News are handling display
advertising in special media for Canadian
Pacific.

Lord & Thomas, Ltd., have considerable
business appearing for Studebaker.

J. M. Walker & Co., Ltd., have been
booking newspaper space for L.M.S.
Railway.

T. B. Browne, Ltd., have increased ad-
vertising for Stephenson Bros., have
been giving out for Mackintosh's, and are
now booking space for the Wisden
Cricket Bat.

Greenlys, Ltd., are now placing business
for Cardinal & Harford's Carpets, and
extending for Craven A Cigarettes.

J. G. King & Son have again been
giving out for Peach's Curtains.

Field's Service, Ltd., are placing for
Godfrey's Renuhair and Kinemassage
Institute.

S. Davis & Co. have business in hand
for B.T.H. Valves.

L. E. Lavis (Leicester) is handling ad-
vertising appearing for Spring Needle Silk
Hose.

Smiths' Agency, Ltd., have been placing
for Boots' Regefrice Tooth Paste, and
increased newspaper advertising for Force.

C. W. Hobson has increased newspaper
displays for Nestlé's Milk.

S. T. Garland Service has considerable
business in hand for Rego Clothiers.

Advertising & Publicity, Ltd., have new
advertising placing for Centralette Electric
Suction Sweeper.

David Allen & Sons, Ltd., have been
increasing displays for Monomarks.

London Press Exchange, Ltd., are again
advertising Barclay's Lager, the Cine-
Kodak and White Horse Whisky.

Press Publications are placing the
season's advertising for Ayres's C.S. and
Championship Tennis Balls and Rackets,
and have fresh business in hand for
Yeastoids.

Morris & Groves acting in conjunction
with Charles McQueen (Edinburgh) are
placing in technical papers for Honeywill
Bros., Ltd., and the Kent Construction
and Engineering Co., for "Planet" Loco-
motives.

D. C. Cuthbertson & Co., Ltd. (Glasgow),
are again handling holiday season ad-
vertising for the Aberdeen Steam Naviga-
tion Co., Ltd.

Clowes's Agency, Ltd., are booking
large spaces in leading newspapers for
Bulmer's Cider.

Aldwych Agency, Ltd., have been
renewing advertising for Slazenger's Tennis
Rackets.

Dorland Agency new business includes
advertising for Oxo and a spring cam-
paign for Dennis Lawn Mowers.

ADVERTISER'S GAZETTE

**Legal, Financial, and Company Notes
and Reports of Interest to
the Advertiser**

WINDING-UP PETITION PRESENTED

The Granville Publishing Co., Ltd.
—A petition for the winding-up of this company by the High Court was presented on April 16 by Caster & Jelley, Ltd., 38, Cowgate, Peterborough, printers. Hearing, May 4, at Royal Courts of Justice, Strand.

WINDING-UP PROCEEDINGS

At the offices of the Board of Trade, Carey Street, W.C., on April 23, the statutory first meeting of the creditors and shareholders was held under a winding-up order made in October last against Norman Wright, Ltd. A statement of the company's affairs showed as regards creditors, ranking liabilities £9,088 and net assets £392. As regards contributories the paid-up capital was £493, and the estimated total deficiency £9,189.

The company was incorporated as a "private" one on March 15, 1916, with a nominal capital of £5,000 for the purpose of carrying on the business of advertising agents, etc.

In June, 1925, the landlord levied a distraint upon the premises and seized all the company's office furniture. For the year ended March 31, 1923, there was a net loss of £1,430, and for the following year, a net loss of £3,156.

Mr. Frank Norman Wright, managing director, has stated that from April, 1924, the volume of business gradually diminished and subsequent to March, 1925, the company virtually ceased to trade. The failure of the company was attributed by him to slump in the advertising and printing trade during 1923 and 1924, and to bad debts.

The liquidation remains with the Official Receiver.

VOLUNTARY LIQUIDATIONS

(NOTE.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.)

Charles Tayler & Co., Ltd.—Resolved on April 10 that the company be wound up voluntarily. Meeting of creditors at Institute of Chartered Accountants, Moorgate, E.C., on April 30, at 12.45 p.m. Proofs of debt by April 29 to liquidator, Mr. H. T. Bloor, 255, Finsbury Pavement House, E.C.2.

The Roto Sign Co., Ltd.—Resolved April 15 that the company be wound up voluntarily, and that Mr. W. A. Prestage, Abbey House, Westminster, be appointed liquidator. Meeting of creditors at liquidator's office, 12 noon, May 6. Claims to liquidator by May 24.

Backhouse & Coppock, Ltd.—Resolved April 16 that the company be wound up voluntarily, and that Mr. S. H. Gillet, 24, Basinghall Street, E.C., be appointed liquidator. Meeting of creditors at liquidator's office, 3 p.m., May 11. This meeting is being held solely for the purpose of complying with the requirements of the Companies Acts. The winding-up is for the purpose of the sale of the business, and all creditors have been or will be paid in full.

Colman's (Publicity) Services, Ltd.—Resolved March 29 that the company be wound up voluntarily, and that Mr. T. P. Ryle, Accountant, 99, Greenvale Road, Eltham, S.E., be appointed liquidator.

(Continued on page 218)

IN POSTER ADVERTISING PERSONAL SERVICE COUNTS

Entrust Your NATIONAL CAMPAIGN to the principal firm in the Country who employ Modern Methods which together with long Practical Experience gain Definite Results.

You will secure Efficiency!

You will save Time!

You will save Expense!

And you will have Personal Service because You will deal direct with the Head of the Firm.

Have an Interview with our Managing Director—it will be worth the trouble.

**JOSEPH CROOKES GRIME, M.B.E., J.P.
MANCHESTER BILL POSTING COMPANY, LTD.,**

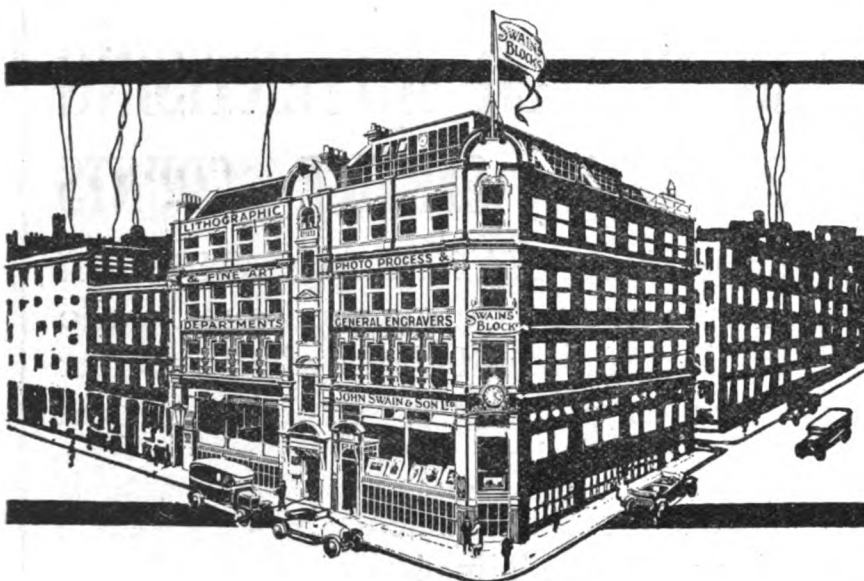
*Twenty-two Branch Offices in the Heart of
Industrial England.*

THE HEADQUARTERS OF
POSTER ADVERTISING
IN THE BRITISH ISLES.

Use the
WOMAN'S MAGAZINE
and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

Telegrams: Tracts, Fleet, London.
Telephone: Central 3428-8429.



Realisation

of the value of illustrations
in all forms of Advertising
is confirmed by the use of
the Best Designs and the
Best Blocks—Half-tone, Line,
Wood - engravings, Electros,
Stereos—all of which are
obtainable from

JOHN SWAIN & SON, LIMITED
89-92 SHOE LANE, LONDON, E.C. 4

GLASGOW - - 332 Argyle St.
MANCHESTER 10 New Brown St.

Works: BARNET

BRISTOL 43 Broad St
PARIS - - 34 Bd des Italiens

Telephone: CENTRAL 9333 (5 lines).

Telegrams: "ISOCHROMATIC, LONDON."

Also specialising in Swaingravure and Offset-litho

We Hear—

THAT as the WEEKLY prophesied would be the case there has been a last minute rush at the Convention registration offices; and—

THAT it may safely be concluded that the final booking has not yet been made as the usual late comer may be expected this afternoon (Friday) to be fussing around wanting the best hotel accommodation at Blackpool and reservation on a corner seat on the Convention special from Euston to-morrow (Saturday) morning—and good luck to him.

THAT among clubs a most strenuous effort to arouse an interest in the Blackpool Convention has been put forth by the London Publicity Club whose members, following the lead of their chairman, Mr. Andrew Milne, and ex-chairman, Mr. Robert Thornberry, have rallied to the cause in goodly numbers.

THAT "fraternal greetings" will have a new and more personal and intimate innings to-morrow (Saturday) night when the Mayor of Blackpool gives the glad hand of welcome, and delegates renew acquaintance with old friends of last year.

THAT there is no truth in the report that the *Competitors' Journal* is offering a big cash prize for a forecast of the number of dialects to be heard on Blackpool promenade next week.

THAT that helpful side of the Dunlop organisation, the bureau in Kingsway, where they kindly draw up free of cost the best motoring way to anywhere, has been putting in overtime despatching "layouts" to Blackpool.

THAT if the weather be good some of the London delegates think of finishing up Convention week with a long week-end in the Isle of Man.

THAT the Blackpool publicity offices in High Holborn, W.C., have been decorated in carnival fashion, more particularly as an advertisement for the borough's June jubilee celebrations.

THAT a certain amount of the City business confidently expected between Easter and Whitsun, including the Morris motor-car prospectus, is being held up by various causes which may, however, rapidly be cleared away.

THAT the elevation of Mr. L. O. Johnson to the presidency of the National Advertising Benevolent Society has this week met with general approval in the Street, with the opinion that Mr. Johnson's genial appearance shows that he has been well cast for the part.

Put Ideas in your campaign
It sells in the home



A CRASKE HALF-TONE NEWSPAPER BLOCK

5 EAST HARDING ST LONDON E.C.4
TELEPHONES CENTRAL 2602 3 LINES.

"DRIER SIDE" IS BUYER SIDE

MOST of the big industrial centres are on the L.N.E.R. side of that line which divides Great Britain into East and West—you know the line.

The people who travel by L.N.E.R. and take 371,000,000 journeys on that line in the year, live where the money is and buy what the posters advertise.

Your poster, plate, showcase or placard in the 2,500 railway stations on the Drier Side of Britain covers at once the most fertile buying field in the country.

Rates are economical. In every case they include regular supervision and effective maintenance by the railway company's own staff.

There are no 'hole and corner' sites: no neglected hoardings. You may cover the whole field or select your territory. Advertise on the "Buyer Side of Britain."

POST YOUR POSTER ON THE L.N.E.R

Apply for rates to the Advertising Manager,
L.N.E.R., King's Cross Station, N. 1.
Telephone : - - - North 4200.
Telegrams : - "Vertishead, Rail, London."

THE BEST FREE GIFTS.
SOFT TOYS
Illustrated Catalogue on Request.
MANUFACTURERS, Est. 1914.
THE TEDDY TOY CO.,
45, GOLDEN LANE, E.C.1.

THE
REVIEW of REVIEWS
IS YOUR MEDIUM FOR REACHING
THE CULTURED CLASSES.
SPECIAL DISCOUNT FOR SERIES

We Hear—

THAT several London newspaper representatives have already been prospecting for summer business at the Lancashire coast resorts and in the Lake districts.

THAT the public interest in the annual general meeting of Messrs. Lever Bros., Ltd.—not nowadays as fully reported as it used to be when generously paid for—was regarded as of circulation value by the *Daily Telegraph* putting out special poster advertising its "full report."

THAT Mr. Alfred Johnson's full page advertisement in the WEEKLY's last issue about the *Strand* was one of the most talked-of ads. recently published, and that its appearance has created a stir in the magazine world.

THAT it is said that prolific artist Tom Purvis has his autograph on more posters at present on the hoardings than any other artist, his work ranging from charming and inviting holiday resort pictures to a command to buy the *Daily Sketch*.

THAT a new specimen of French poster art which is being freely commented on by critics—and the man in the street—has been billed to advertise Erasmic Soap.

THAT with the secrets of the Budget now public property, those advertisers who have been holding back business on the plea, "wait till after the Budget," will have to resume placing—or find another excuse.

THAT the coming holiday season will see a greater output of advertising than before on the part of the leading shipping firms who have enticing propositions to present both afloat and ashore; and—

THAT the Canadian Pacific Railway have a bold scheme of summer holidays in Canada which is going to rank as one of the widely advertised inviting proposals; also—

THAT there is a considerable growth, especially in the Midlands, of the number of holiday touring agencies and holiday co-operative organisations who have to seek advertising to make their arrangements known.

THAT the Press Advertisement Managers' Association has cancelled its next week's Wednesday lunch at the Old Colony Club on the assumption that its members will be lunching on that day at Blackpool.

THAT Mr. W. Lints Smith, of the *Times*, sailed on Wednesday in the *Asturias* on a business visit to South America, and will be absent from Printing House Square for the next few months.

The **SUNDAY CHRONICLE**
The Sunday Journal of the well-to-do

We Hear—

THAT the old magazine title the *Argosy* is being revived by Messrs. Cassell & Co., Ltd., who are bringing out a new monthly with that name.

THAT there has been a great outburst of motor advertising in Ireland following the publication of the Free State Budget proposals; and—

THAT a very smart piece of work was the announcement of the Ford Motor Co., Ltd., giving the reduced annual tax (£10).

THAT Irish hotels are smartening themselves up for the coming season, and that very many of them are arranging for the publication of special booklets and folders.

THAT Messrs. Clery & Co., Ltd., Dublin, are continuing the policy inaugurated last year of arranging special week-day excursions from various parts of the country, and that the success of these efforts becomes evident from a visit to the store on excursion days.

THAT the new Free State tariffs on imported wines and oatmeal will have, it is anticipated, an important effect on the import trade of these commodities, and in the case of oatmeal a big fillip will be given to the local industries.

THAT the Laundryowner's National Association, which has recently been carrying out extensive co-operative campaigns in America and has also utilised Press agents, has decided to abandon the endeavour to obtain free publicity as the executive committee could not discover that the outlay produced any business or benefits.

THAT Mr. W. T. Day, the popular London Manager of the *Pioneer* and the *Civil and Military Gazette* has sailed from Bombay, and tranships to one of the fastest P. & O. boats, at Aden, in an effort to be in time for the Convention at Blackpool, and—

THAT many interesting developments will follow Mr. Day's tour in India.

THAT Mr. George Sparkes is keeping the *Bystander* well up to the mark, and a bit beyond it, his total for the April 21 issue being ahead of corresponding weeks in previous years.

THAT Mr. Harry Moreland, of Odhams Ltd., has been receiving the congratulations of his Fleet Street friends on the success of his daughter, Miss Mary L. Moreland, in winning the Matthew Arnold Memorial Prize at Oxford for English literature.

THAT a lady walked into the showrooms of Messrs. Gordon England, Ltd., the other day, and bought an Austin Seven Saloon purely from the advertisement which was inserted in the *Daily Sketch* a week or two previously.

THAT Mr. Noel Layton, playing with Mr. C. V. L. Hooman in the annual match between the sexes at Stoke Poges, beat Miss Molly Gourlay and Mlle. de la Chaume, and halved his game with Miss Doris Chambers.

If the delegates when in Blackpool keep their eyes open they cannot fail to notice how predominantly popular in the North—as indeed in the whole of the provinces—are the DAILY SKETCH and Illustrated SUNDAY HERALD

The "Daily Sketch" and "Illustrated Sunday Herald" are the only picture papers printed and published in both London and Manchester.

ULRIC B. WALMSLEY, Advertisement Manager,
The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C.1

*if its
process*

Retouching

ring

Central 4682

C.D. LAWSON & CO., LTD.
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-
tone Work.

NO BLOCKS Required.

CHARLES & READ, Ltd. 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

REAL PHOTO REPRODUCTIONS
OF ANYTHING
INFLUENCE SALES
AND

LILYWHITE LTD. of TRIANGLE, Halifax,
the original inventors, specialise in this work.
Please ask for details.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES
150,000 daily

London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

KRISPLINS
Biscuits

EWBANK
Mangles

ZIG-ZAG
Cigarette Papers



(Continued from page 213)

MEETING TO HEAR LIQUIDATOR'S REPORT

Shakespeare Press (Birmingham), Ltd. (in voluntary liquidation).—General meeting of members at offices of liquidator, Mr. J. H. Paterson, 19, Eastcheap, E.C., at 11 a.m., on May 31.

PARTNERSHIP DISSOLVED

Martin & Co. (Wm. Martin, Wm. Albert Martin and Frank Edwd. Hudson), showcard, poster and ticket writers, formerly 14, West Street, Sutton, but now at 97, Westmead Road, Sutton. Mutual dissolution, March 27, 1926.

BANKRUPTCY PETITION PRESENTED

A bankruptcy petition has been presented against **R. Mitchell** (trading as the Biltwell Furniture Industries), of 439, Oxford Street, W., furnisher. The petition has been presented by Messrs. Pool's Advertising Service, Ltd. Hearing May 5 at 11 a.m.

NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C.2.]

The Evening Post, Ltd. (213,322), was registered as a "private" company on April 21, with a nominal capital of £100 in 1,000 shares of 2s. each. The objects are to establish, print and publish a newspaper or newspapers in London or elsewhere, and either (a) to acquire facilities from the Morning Post, Ltd., to produce the same under the auspices of the Morning Post under the title Evening Post, with or without any addition thereto; or (b) to produce the same independently of the Morning Post, Ltd., under some title other than the Evening Post, or partly in one way and partly in another, and generally to carry on the business of newspaper proprietors, publishers, printers, stationers, etc. The subscribers (each with one share) are:—Howell Arthur Gwynne, Editor, the Morning Post; Iver Fraser, manager, the Morning Post. Registered office:—346, Strand, W.C.2.

J. W. Peacock & Co., (1926) Ltd. (213,386).—Private company. Registered April 23. Capital £500 in £1 shares. Objects:—To acquire an electrical device known as "Walker's Patent Counter Sign," to adopt an agreement with J. W. Peacock and D. D. Walker, trading as "J. W. Peacock & Co.," etc. The permanent directors are:—E. R. Mountstephen, J. W. Peacock, M. St. J. C. Shepherd and D. D. Walker. Solicitor:—F. T. Fisher, 44, Alexandra Street, Southend-on-Sea.

C. W. Shepherd, Ltd. (213,290).—Private company. Registered April 19. Capital £500 in £1 shares. To carry on the business of literary and Press and advertising agents and contractors, etc. Solicitors: Taylor, Rowley & Co., 14, King Street, Cheapside, E.C.

Harvey's Advertising Service (Hull) Ltd. (213,384).—Private company. Registered April 23. Capital £1,000 in £1 shares. Objects:—To carry on the business of advertising agents and contractors, printers, poster and sign writers, block makers, publishers, designers and stationers, etc. Registered office:—Bank Chambers, Scale Lane, Hull.

Advertiser's Weekly
Friday, May 21, 1926
Comprising Issues of
May 7, 14 & 21, 1926

JUN 27 1928

CONVENTION REPORT NUMBER

BUS. ADM.
LIBRARY

The Advertiser's Weekly

4th A COPY
20/a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



The Secrets of Successful Advertising

□ □ □

1. PUNCH in your Advertisements
2. Your Advertisements in "PUNCH"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, Fleet Street, London
E.C. 4

HERE'S
ENGLAND

AND THERE
IS NOTTINGHAM

*What about it?
Just this*



THAT although the area of England is only fifty thousand square miles, as against the U.S.A.'s three millions, you will find the same differences in district habits and view points when you come to sell in England as you encounter in the States.

And the moral is ?

Try out your campaign before you are committed to a big expenditure.

Where ?

In the Nottingham area where North meets South and East meets West, and there dissolve all those local idiosyncracies that tend to deflect the advertising needle.

The Average Englishman is to be found *only in the Midlands.*

CHOOSE THE

Nottingham Guardian
For "CLASS" GOODS, and

Nottingham Evening Post
For POPULAR ARTICLES.

Nottingham, London, Derby, Lincoln, Grantham, Mansfield, Loughborough.

London Office : 59, Fleet Street, E.C.4.

**TELL MORE
SELL MORE**

Everything we do "tells."

IMPERIAL
ADVERTISING AGENCY

(F. J. McGloin, Controller).
Walter House, Bedford Street,
Strand, London, W.C.2.
'Phone: Gerrard 9237.

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

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Vol. 50

FRIDAY, MAY 21, 1926, comprising issues of May 7, 14 and 21

No. 676

The Return of Advertising

Great Rush to Secure Space after the "Abstention"—Value of the Press Re-asserted—The Problem of the Convention

EVERY indication in these early hours of the great Return to Work inspires the belief that advertising has emerged from the national trial with renewed strength.

It is, we venture to say, a remarkable tribute to advertising men's own belief in the power of the service which they give, that this first number of the WEEKLY after the general strike is so heavily laden with important announcements to the trade. We make no secret of the fact that we have had to disappoint many friends and supporters who were anxious to put their case before the world. Mechanical limitations and the overpress of arrears of work in the printing trade made it impossible for us to expand to the size to which potential advertisers wanted to drive us. The same story is told in many other directions. The great national and provincial dailies in their first normal issues have been overburdened with demands for space.

The Daily Press

The newspaper Press of this country has come out of the great emergency of the past fortnight with a greatly enhanced reputation for adaptability and resource. The Emergency Bulletins which the WEEKLY was able to produce and circulate very widely during the general strike and just after, set out in great part the history of the methods by which those papers whose normal means of production and of distribution were not working, put out editions for the service of the great public which has come to rely on them.

The emergency has been a wonderful object lesson in the public

interest in newspapers. There was, of course, big news to attract large circulations, and the readers were prepared to buy any and every paper. Every prominent advertiser must have regretted every moment of the day that the emergency made it impossible for the small sheets which were produced to carry any advertising. Those who were fortunate enough to be represented in papers whose means of production were still more or less normal, were exceptionally advantaged, for papers circulated in areas where in other times they are unknown. Many leading provincial daily papers were on sale in various quarters of London. Many others circulated seventy and eighty miles outside their usual area. Circulations were considerably increased, and there were cases in which a paper was able to announce that it sold as much as 50 per cent. above its normal average net sale.

We are back now to normality, but the advertising profession is living in the shadow of the curtailed Convention. This issue of the WEEKLY tells the full story of that historic week-end at Blackpool, and it is the hope of many that in a few weeks' time we shall be telling the full story of a reunion of those who took part in the dramatic episodes of May 1 and 2. It will, indeed, be regrettable if it is necessary to abandon altogether the great work of organisation which was done by the Manchester Publicity Club and the other members of the Executive who were compelled by circumstances to the decision to end the Convention on the Sunday night.

The reconstruction after the fever through which the country has

passed must be aided first and foremost by the tonic of advertising. The message from Mr. A. E. Goodwin, secretary of the Federation of Master Printers, which appeared in our first Emergency Bulletin, puts the case very clearly.

"Immediately the industrial crisis is over," he wrote, "the necessity for greater energy being displayed in selling British goods will be apparent. A representative conference as early as possible would focus attention on this great need."

Some Problems

There are many problems connected with advertising left over for decision as an outcome of the upheaval. They are mainly domestic, and it may be that they will settle themselves without the need of any round table conference such as at one time seemed to be immediately desirable. But the instant focussing of attention on the need for and value of advertising in the now doubly difficult task of rebuilding our trade, calls for more open and public measures. The Manufacturers' Conference which was arranged for Blackpool was announced to be only postponed, and every endeavour is being made to ensure that it is only postponed. On another page we give the views of many advertising men most closely concerned as to the question of reconvening the advertising Convention as a whole in order that by some means the valuable and instructive programme drawn up by Mr. P. C. Burton and his colleagues may yet be presented in full for the consideration and information of the whole profession and the whole world.

The Historic Though Brief



Anything but downhearted, the delegates to the Blackpool Convention arrived in good spirits and departed with a cheer

Curtailing the Convention

The Last Meeting at Blackpool—Brief Words from the Main Speakers—Sir Sefton Brancker on Air Transport
From Our Blackpool Staff

A SPECIAL rally of delegates was held at the Grand Theatre, Blackpool, on Sunday evening, to learn the decision of the Executive regarding the continuance of the Convention in view of the state of national emergency that prevailed.

The decision of the Executive was that the Convention must be abandoned.

In spite of this and all the unfortunate circumstances surrounding the meeting, it was by no means a dismal affair. On the contrary, real enthusiasm was manifested for the hospitality that had already been received and the spirit that had already been evinced by the Manchester Publicity Club and the people of Blackpool. And when at the conclusion of the meeting the cry went up, "Are we downhearted?" the answer was full-throated, "No!"

It was unanimously decided to send the following telegram to the King:—

"The delegates to the Second British Advertising Convention assembled at Blackpool in this hour of national crisis present their humble duties to His Majesty the King and send very loyal greetings."

Mr. C. H. Vernon presided, Col. E. F. Lawson having been called back to town on urgent business, and he first of all called for the singing of "God Save the King." Nothing more effective could be imagined than the simple rendering of the national anthem by this great gathering of about 1,000 advertising men and women at such a time.

Opening the addresses, Mr. Vernon said, "Before we assembled in Blackpool, on our arrival, and during the delightful days we have been here, the thought that has been with us is: Can this Convention continue under the great cloud which has settled on the nation?"

"In the absence of Col. Lawson, who found it absolutely necessary to return to London to-day, I am standing before you as Vice-President of the Advertising Association, and it is my duty to convey to you the conclusion that has been come to as recently as twenty minutes ago in regard to the continuation of this Convention. At seven o'clock last evening the Organising Committee, which consists of the officers and committee of the Manchester Publicity Club and a few co-opted members from London and elsewhere, met as guests of Sir William Veno to discuss conditions as we found them. We held a long meeting, but we could come to no final conclusion and the meeting was adjourned till seven o'clock this evening, when we met again to consider the prospect and come to some definite decision.

"I have seldom attended any meeting where the matter was considered so earnestly and with such great regard to everything involved, and I would congratulate the Publicity Club of Man-

chester on having such an admirable president and chairman in the person of Sir William Veno.

"After all sections of opinion had been considered, both as regards the general sessions, the departmental sessions, the social activities, and the question of transport, a unanimous resolution was passed that we had no alternative but to abandon the Convention. I assure you that this decision has caused many heart-aches for those who have worked in preparing for the wonderful time we were looking forward to here.

"We found it difficult to find any really practical reason whereby we dare take chances which prudence made us feel to be impossible. We have been in hourly touch since we arrived on Saturday with the authorities in London, hoping against hope.

"We can only hope that we can meet again next year, perhaps at Blackpool, where the promises for the programme which have been given this year may be enacted and that we may further enjoy at some future date the friendly hospitality and kindly welcome we have received from the Publicity Club of Manchester and the authorities in Blackpool."

Sir William Veno, President of the Manchester Publicity Club, was greeted with round after round of applause as he rose to move a resolution of thanks to the Mayor and Corporation of Blackpool.

"The meeting held to-night," said Sir William, "was fully representative, and the question of whether we should or could continue to carry out our plans was discussed from every angle. We found that about 290 delegates had arrived from London in a special train, and many of them are particularly anxious to get back to London. In fact, their position in London demands it. That was a factor in our decision.

"The second and perhaps most important factor of all was that apparently it would be impossible to carry out the sessions because we have very few of our



The Mayor of Blackpool's greeting to Colonel Lawson

Convention at Blackpool

peakers in Blackpool. They are not here and are not likely to arrive.

"But there is no reason for delegates to run away from Blackpool unless they are compelled to go."

Continuing, Sir William said that every member of the Manchester Publicity Club was disappointed, because they had done an immense amount of work and were looking forward to a most successful Convention.

When industrial peace returned would be the time to hold the Manufacturers' Session, and he proposed that it should be held in Manchester, or they might come to Blackpool. Anything they could do for Blackpool they would do with the greatest pleasure, because they felt that the Mayor, the Corporation and the people of the town had done everything they could to render the delegates' presence there a pleasure. The Mayor, when it was suggested that the Convention should be held in Blackpool, went to Manchester to offer his whole-hearted support. That was only what they expected from Blackpool. He knew of no seaside resort that showed more enterprise or believed more in advertising than Blackpool.

Sir William then moved on behalf of all the delegates to the Convention that the very best thanks be accorded to the Mayor and Corporation for the great help they had given. This was passed with acclamation.

Responding, the Mayor (Ald. T. Bickerstaffe) said that the people of Blackpool had been looking forward to the Convention with great interest, and they wanted

to show the delegates why they were so proud of their town. While there were many much larger towns in Lancashire, Blackpool was the fifth in rateable value in the county.

He would be only too pleased to welcome the delegates on some future occasion, and expressed his sympathy with the Manchester Publicity Club.

Mr. J. Sandeman Allen, M.P., President of the Liverpool Chamber of Commerce, summarised some of the points in the paper that he was to have delivered at the Convention on the extension of overseas markets.

"This," said Mr. Allen, "will be a memorable night in the history of Advertising Conventions. You had organised a very fine convention. The programme was not only wide but sound. The speakers selected from many quarters were just the kind required. The promise of success was high, and the enthusiastic support of such a large number of people from all parts of the country shows the great spirit prevailing in the nation today in matters of this kind. So much you have on record already. There are also some notes which were to have been delivered to you but which I am sure will now be recorded in print.

"Every sound person in this room tonight accepts the decision of the committee as being the only one possible in the circumstances."

On the subject of our overseas markets, Mr. Sandeman Allen pointed out that we had to import more than 70 per cent. of our food into this country and more

than 70 per cent. of the raw materials for our manufactures. In order to pay for these we had to sell in foreign markets at least one-third of our manufactured goods. Since the war we had lost our markets overseas and a big selling and advertising effort would have to be made to regain them.

In addition, the Government should spend money in opening up new markets. In Uganda a few years ago the Government spent money in developing the roads and railways there. The natives quickly saw the opportunity for making more money and improving their transport. In the first year 300 bicycles were sold, in the second year 1,700, and in the third year 17,000. The Government was now bringing forward a Bill to spend £10,000,000 in railways to open up the great Continent of Africa, which would present a vast new market for Lancashire's cotton goods.

Sir Lawrence Weaver, K.B.E., moving a vote of thanks to the Manchester Publicity Club, paid a tribute for the "superb work of organisation" that they had done on behalf of the Convention during the past few months. He was quite sure that the stout fellows belonging to the Publicity Club of Manchester had attacked their task with the greatest cheerfulness and good will. Had the Convention been held in its entirety there would have been no one more delighted than they. But the Convention was by no means a failure, for they were that evening demonstrating the solidarity of the people who had to do

(Continued on page 238)



The Vice-President of the Advertising Association and the Hon. Secretary helping to clear up after the adjournment of the Convention

A Personal Greeting for Every Delegate

The Mayoral Reception—The Cloud on the Horizon
From Our Blackpool Staff

"There was sound of revelry by night" as nearly 1,000 delegates enjoyed the official reception on Saturday evening, though many there wondered whether they were dancing on the eve of a struggle no less momentous for Britain than the battle of Quatre Bras referred to in the famous poem.

Hope triumphed over doubt, however, and Saturday's Convention motto was "Carry on."

The reception was a brilliant success, as was the ball which followed it.

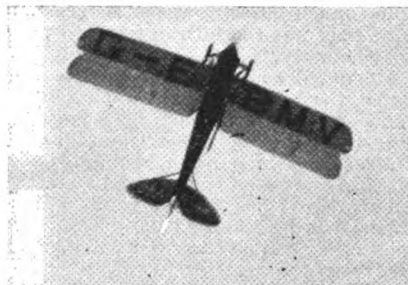
The Mayor and Mayoress of Blackpool (Alderman and Mrs. T. Bickerstaffe) received the delegates in the delightful roof gardens of the Tower Buildings, Blackpool, an ideal setting for the function. Long queues, first at the cloakrooms and then in the roof gardens—where it was distinctly pleasant to linger awhile—testified to the universality of the "Carry on" spirit among the delegates, while cheery laughter and banter was tossed from group to group without a moment's pause.

Large though their numbers were, the delegates at the reception each received not only a Lancashire handclasp but a hearty "Glad to see you!" from their genial civic host and hostess.

After the reception there was a space for meeting old friends and making new ones. Again and again the greeting passed, "How have you been getting on since Harrogate?" Proof enough, this, of the depth and value of the Convention spirit, for often these Convention friends were working all the rest of the year in cities far apart and perhaps in entirely different spheres of advertising activity.

Long may their yearly meetings continue, for Blackpool has given evidence that, in cloud or sunshine, the advertising fraternity is at one in its efforts to "Sell British Goods." In the midst of the crisis, delegates were quoting the Convention slogan as a symbol of the unity of purpose in their own calling.

Then the band struck up compellingly and delegates took the floor with a swing. "Nowhere a better band or a finer floor" was the verdict at the end of the first dance, a verdict which was endorsed anew throughout the evening.



The arrival of Air Vice-Marshal Sir
Sefton Brancker

Black and White Sunday

A Day of Doubt—Busy Telephone Lines—Monday's Break-up
From Our Blackpool Staff

"To be or not to be?" was the question on all lips at Blackpool on Sunday.

Hope and despair, optimism and pessimism alternated hour by hour till someone dubbed it "black and white Sunday."

Following Sir William Veno's grave-sounding announcement of the previous evening there seemed every reason to suppose that Sunday would be the last day of the Convention. But the *Weekly Dispatch*—copies of which were delivered to the bedroom doors of delegates—raised fresh, if faint, hopes with a "Stop Press" report that if the Government would continue the coal subsidy during further negotiations with the miners leaders, the T.U.C. Council would, at any rate, postpone the general strike.

Determined to make the best of the situation, an enormous party set out in the morning on the motor-coach trip to Windermere. The weather, which had been capricious on Saturday, smiled upon their irrepressible spirits and bright sunshine quickly chased away anxious thought.

But it was significant that several of the leading figures of the Convention remained behind to watch events. The telephone wires to London and other centres were busy throughout the day. Though it was impossible to resist altogether the call of the sunny sands and

No wonder an expert remarked upon the general high level of terpsichorean achievement in the advertising profession!

The only speech of the evening was an informal one made by Sir William Veno, President of the Manchester Publicity Club (the 1926 Convention hosts), on the industrial crisis.

"Over 1,000 delegates from all parts of the United Kingdom and Ireland," said Sir William, "have registered for this Convention, and the stage is now set for a most successful Convention."

"But an ominous cloud hangs over us at this moment. We have just held an Executive meeting at which it has been decided that it may be necessary to close down the Convention to-morrow evening."

Sir William then announced that a meeting of the Executive would be held on the following evening at seven o'clock finally to decide the fate of the Convention in view of what might transpire in the next twenty-four hours, and that a delegate's rally would be held at half-past eight the same evening.

the magnificent promenade, few of those who had remained at Blackpool wandered far from their hotels. Everywhere little groups of eminent advertising men and women were discussing the newest developments till one or another was summoned anew to the telephone as fresh calls came through.

And so to the evening's critical meeting, with the fate of the second British Advertising Convention in the balance.

GOOD-BYE TO BLACKPOOL

The delegates return from the Convention—still good-humoured despite disappointment

WHO can say what were the delegates' thoughts when they awoke on the Monday morning, and realised that the Convention was over? Who can tell the disappointment of those who had come a long way to attend the Blackpool fixture and had determined to take away with them all the newest thoughts that were expressed by experts in every section of advertising?

But, when the time for departure drew near, there was not an unsmiling face. Everybody was cheerful, and there was ample promise of that undaunted and calm spirit which has amazed the world during the late crisis.

The London, Midland and Scottish Railway had placed at the disposal of the South Country delegates a special train from Talbot Road to Euston. Taxi-cabs began to arrive at the station from the Metropole, Imperial Hydro and other hotels as 10.30 approached, piled high with luggage and good-humoured visitors—men and women, who, although their visit had been so short, nevertheless carried in their faces evidence of the bracing qualities of Blackpool's bracing air.

After some interesting photographs had been taken, there was the cry of "All aboard," and the "Delegates' Special" steamed out of the station on its six-hour journey to London.

So the Convention was over! Well, it had been a thoroughly good two days, and many of us had benefited from the opportunity of meeting other advertising men and women in such pleasant surroundings.



A cheery group just before the departure from Blackpool



One of the striking features of the Convention arrangements was the elaborately decorated office of the ADVERTISER'S WEEKLY

Religion Must be Advertised

Advertising Agents in the Church—Canon Little's Convention Sermon at Blackpool

PSALM cxix. v. 46.—“*I will speak of Thy testimonies also before kings, and will not be ashamed.*”

I have taken this particular text because to my mind it gives me the right to say that I belong to the oldest advertising firm in religion and also to insist that the most important thing has as much right to be boomed as any other article that they need—whether they are aware of their necessity or not.

I say it is the duty of all Christian men to see that their religion is brought before the eyes of all men, and kept in the front as prominently as possible. Why should we disdain the use of advertisement in this connection?

So far, then, from considering this question of advertising religion as one worthy of discussion, my own position is that it is the bounden duty of all sincere followers of Christ to become, in a sense, His advertising agents. I have been called a great advertiser myself, and in such a manner as intimated that the epithet was to be regarded as a reproach. For my part I gladly welcome the designation.

For my part, I am heart and soul with the advertisers, and I can give the reasons for my position in a very few words. In the first place, advertisement is no new thing. Every generation, back to the remotest ages, has made use of the art according to its lights and in its own way. If the advertising of our own times is a little more pronounced—a little more blatant, if you like—that is readily explained by the fact that with the comparative growth of the civilised world it has become necessary to raise one's voice a little louder than was needful in the past.

Secondly, my experience goes to show

that no amount of advertisement will sell a really bad article for any length of time. You may fool the people to start with, but you cannot fool them for ever.

Advertising sensibly—laying out all arguments convincingly and in a manner that savours of the solid Truth—you not only add dignity to commerce but are helping your fellow men.

Publicity is just a loud voice heard by many—but without a moral—without a message—without anything tangible.

Advertising is a message to many people about your goods and your service and your quality and your prices, and all other things which it is good for your customers to know.

London Club's General Meeting

It should be noted that the Annual General Meeting of the Publicity Club of London will be held at the Hotel Cecil, on Monday, May 31.



Mr. Menzies finding out whether he would have to walk home to Glasgow

THE 10.30 A.M. “SPECIAL”

At 10.30 a.m. on Saturday, the special delegates' train steamed out of Euston Station, carrying over a hundred advertising men and women to the Convention.

Delegates were well supplied with literature for the journey. Mr. Thornberry had seen that everyone was armed with a copy of the *Daily Graphic* before they boarded the train, while Mr. Fred Harding presented copies of some excellent novels with the compliments of the *British Weekly*. The ADVERTISER'S WEEKLY was well in evidence, both on the train and at the Blackpool bookstalls on arrival.

During the journey, the travellers were greeted cheerily by Col. Lawson, Mr. Andrew Milne, Mr. C. Harold Vernon, Mr. Thornberry and other well-known figures in the advertising firmament. It was a real “meeting of the clans”—a time of happy reunions in the happiest of circumstances, a fine prelude to the hoped-for serious work ahead.

At lunch, the specially-designed menu bore testimony to the artistic touch of someone in the advertising Association—whose, we will not venture to guess!

To the accompaniment of a roar of welcome, the train steamed into Blackpool station. Cheer after cheer aroused the echoes of the town as the delegates alighted—to find a bunch of the bright spirits of the Manchester Club, in the weirdest of fancy costumes, waiting to welcome them.

And then the call for porters—and there were none! The scenes that followed deserved the attention of a first-class film producer. The leading lights of the advertising world were carrying—pushing—dragging bags and baggage across the platforms with great good humour.

The hotels reached at length, the registration offices were visited and the WEEKLY bureau next door—and then, “On to Tea”!

THE PRESS IN THE STRIKE—

The London Papers

The *Daily Mail*, which did not appear on May 4 owing to the preceding action of some of the printers, published on May 5 in the form of a photographic reproduction of typescript. The continental edition sold in large numbers in London during the strike, and, following on the typed sheet, the *Daily Mail* printed a London edition in usual form, consisting of one page printed on both sides.

The circulation and distribution of the *Mail* has been splendidly handled. Starting with a circulation of 50,000 it was gradually worked up to 1,353,100 on May 17, and the paper was distributed in every quarter of the country, from Aberdeen to the South Coast. Among the means of distribution used were 30 aeroplanes, some of them one-ton machines, and 32 Daimlers were used on Wednesday evening to circulate the following day's edition.

The *Daily Mirror*, which was also prevented from publishing on May 4, published on May 5 a small broadsheet by photographic reproduction. Later, a small single sheet was published with photographs on the front and news on the back. Later still a smaller folder was published, with photographs on the front and back pages.

The *Daily Express*, on May 5, produced for private circulation only a full-sized front page. This was followed by a general edition, consisting of a small page printed on one side only. Starting with a circulation of 200,000, an average of 500,000 was maintained during the strike.

Only on one morning, May 5, did the *Daily Telegraph* fail to appear. On May 6 it appeared as four quarto printed pages. The issue of 35,000 copies was soon sold. A multigraph sheet was also published. The *Telegraph*, in its miniature form, was soon printed in 7 or 8 places, and the circulation figures leaped ahead. A few days later, a 4-page paper of normal size appeared.

The *Times*, on May 5, produced a photographic reproduction of type in two pages, which was followed by a single sheet of ordinary size and form and, later, by a normal-size paper of 4 pages only, the front of which contained the usual "personal" advertisements and deaths, marriages and births.

The *Daily Graphic* produced an issue with illustrations—a single sheet with photographs on the front and news on the back. On May 11 this was followed by a double page in ordinary form, containing photographs on pages 1 and 4, and news on pages 2 and 3. The paper took upon itself its normal appearance, except for the number of pages.

The *Daily Chronicle* appeared for the first time on May 11 as a four-page paper of small size, and on May 13 as a four-page paper of ordinary size.

The *Financial Times* was the only London newspaper which published continuously in its usual form during the strike. It was published each week-day except Saturday.

The *Financial News* appeared in sub-

IT SHOULD BE NOTED—

that, owing to the difficulty of communication, it has been impossible to obtain particulars of every paper and periodical published during the strike.

The notes on this page have been collected, partly from the journals mentioned, and partly from news gathered in the ADVERTISER'S WEEKLY wireless room.

All publishers are invited to send details of their achievements during the strike.

stantial form, giving all the latest market quotations.

No evening papers were published on May 4. The *Evening Standard* was the only one on sale on May 5.

The *Evening News* was on sale as a small single sheet, first in typewritten form and later printed.

The *Star* was published for the first time on May 12, in the morning as a

combined issue of the *Daily News* and *Star*, and in the evening as a separate edition.

On Sunday, May 9, four London Sunday papers were published.

The *Observer* was published as a small typewritten sheet.

The *Sunday Times* brought out a four-page paper of usual size—28 columns—containing many of the regular features.

The *Sunday Pictorial* produced a single printed sheet, containing some excellent photographs on the front page.

The *Sunday Express* printed an edition which was on sale late on Saturday night, and another on sale on Sunday.

The *Westminster Gazette* published on May 13, for the first time, a special emergency edition, printed in Sheffield. It was soon sold out in London.

On Tuesday, the *Morning Post* appeared for the first time at one penny. It was printed on paper made by volunteers during the strike. It was stated in the leading article that "the directors of the *Morning Post* have realised for a long time the need for a penny paper professing strong and definite Conservative principles . . . There have been difficulties and doubts . . . They have been overcome."

Other Publications

During the general strike, 13 London daily and evening papers were published in one form or another, while four of the London Sunday papers appeared on May 9.

In the provinces equal enterprise was shown. As far as we are able to ascertain of the provincial evening and daily papers, 63 appeared in normal form, but with a reduced number of pages; 10 issued a broadsheet; and 21 others appeared—in what form we are not able to ascertain.

Of the provincial weeklies, 115 were published normally and 19 published an additional daily broadsheet containing general news.

The *Workshop Guardian* appeared in normal size, 12 pages, 72 columns, on May 7 and May 14.

The *Belfast Telegraph* during the emergency produced papers totalling 47,040 square inches of space, the amount of advertising carried being 18,420 square inches.

The *Somerset County Gazette* (Taunton), the *Bridgwater Mercury*, and the *Devon and Somerset News* (Tiverton) published during the strike with the usual number of pages and on the usual days. Two or three thousand extra copies were sold of each paper.

The *Southern Daily Echo* carried on almost normally during the strike. Circulation figures were trebled and a considerable quantity of advertising was carried. The issues appeared in Southampton, Bournemouth and Weymouth as usual.

The *Blackpool Gazette and Herald* published editions in normal form on May 11, 13 and 15. It also published

news bulletins by duplicator each day. The three normal issues were turned out by volunteer members of the staffs, of which the linotype operators had had no previous experience, with one exception.

The *Luton News* and *Bedford Advertiser* published during the strike a 4-sheet daily paper, on sale at 4 p.m., called the *Evening Telegraph*, containing a photo of the current *British Gazette* on one page. The proprietors have also printed 200,000 copies daily of the midland edition of the *Daily News*.

From the commencement of the strike the *Yorkshire Telegraph & Star* and the *Sheffield Daily Telegraph* published normally-printed issues. On May 4 the *Telegraph & Star* was a single sheet, printed on both sides, but from May 5 it was a 4-page paper. The *Sheffield Daily Telegraph* produced excellent four-page issues, and both papers carried a considerable quantity of displayed national advertising.

The *Leicester Mercury* published on the first day of the strike a 4-page emergency edition; on the second day this was increased to 8 pages, and from the third day onwards an 8-page ordinary edition was run off on the regular presses.

The *Leeds Mercury* printed a comprehensive type-set newspaper throughout the stoppage. On the first day it consisted of four pages, including strike pictures. The sales rose to over a quarter of a million, and to meet the demand with the resources available the paper was reduced to a single sheet containing twelve full newspaper columns. Advertisements were omitted.

(Continued on page 242)

SOME HISTORIC NEWSPAPERS

DAILY EXPRESS

No. 11,346 LONDON, MAY 19TH, 1926. One Penny

TO-DAY.

THE WORKERS QUANDRY

The workers of Great Britain are in a quandary.

On the one hand is their loyalty to their country and their families on the other their loyalty to their unions.

Loyalty to no organisation ought not to be based on the basis of backing the law.

The Trade Union leaders, without consultation with the workers affected, have called out the vital forces of industry.

We are a law-abiding people.

Civil Constabulary Force.

New Body to deal with Emergency

The following announcement was issued yesterday by the Deputy Civil Commissioner in behalf of the Government.

During the strike employed by certain of the Government, it has become necessary to organize a further force of Civil Constables who are able and willing to give their full time to the service.

This new force will be a part of the full time Civil Constabulary Force.

Special constables will be appointed and will be paid for their services.

SUNDAY IN LONDON

"Carrying on."

London presented yesterday as usual a normal Sunday scene.

There were no demonstrations on the streets.

The two centres of attraction were the Regent's Park and the Regent's Park and Regent's Park.

Regent's Park preparations were made to park all the demonstrators.

Regent's Park preparations were made to park all the demonstrators.

STRIKE EMERGENCY EDITION

EIGHTH DAY OF THE STRIKE

DAILY GRAPHIC

No. 11,346 TUESDAY, MAY 11, 1926. ONE PENNY

THE OLDEST PICTURE PAPER IN BRITAIN

ARMY v NAVY! STUDENT COAL HEAVERS

SUNDAY PICTORIAL

SALES MORE THAN DOUBLE THAT OF ANY OTHER SUNDAY PICTURE PAPER

Sunday, May 9th, 1926 Price Two Pence

The Great Strike. Scenes in London

Daily Mirror

No. 11,346 TUESDAY, MAY 11, 1926. ONE PENNY

THE STRIKE AND THE STRIKE

THE STRIKE AND THE STRIKE

THE STRIKE AND THE STRIKE

The Daily Telegraph

PRICE TWO PENCE

CARRYING ON

Position in the Country.

A. Christie, Esq.

From Government circles it is generally held that the strike is a serious situation.

From Government circles it is generally held that the strike is a serious situation.

From Government circles it is generally held that the strike is a serious situation.

PEACE PROSPECTS.

The First Parliament.

From the Government circles it is generally held that the strike is a serious situation.

From the Government circles it is generally held that the strike is a serious situation.

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From the Government circles it is generally held that the strike is a serious situation.

SPECIAL STRIKE ISSUE.

The Daily Chronicle

DECEMBER 11, 1925. ONE PENNY

SPECIAL PEACE MOVE.

REPRESENTATIVE DELEGATION OF THE WORKERS FOR PEACE.

REPRESENTATIVE DELEGATION OF THE WORKERS FOR PEACE.

REPRESENTATIVE DELEGATION OF THE WORKERS FOR PEACE.

REPRESENTATIVE DELEGATION OF THE WORKERS FOR PEACE.

THE LIBERAL POINT OF VIEW.

GET BACK TO PEACE.

THE LIBERAL POINT OF VIEW.

THE LIBERAL POINT OF VIEW.

THE LIBERAL POINT OF VIEW.

CHRISTIAN CHURCHES' APPEAL FOR PEACE.

RECEPTION OF THE ARCHBISHOP'S MESSAGE.

CHRISTIAN CHURCHES' APPEAL FOR PEACE.

CHRISTIAN CHURCHES' APPEAL FOR PEACE.

CHRISTIAN CHURCHES' APPEAL FOR PEACE.

The Times

No. 41,225 London, Wednesday, May 5, 1926. Price 3d

WEATHER FORECAST: Wind S.W. fair to dull; risk of rain.

WEATHER FORECAST: Wind S.W. fair to dull; risk of rain.

WEATHER FORECAST: Wind S.W. fair to dull; risk of rain.

THE GENERAL STRIKE.

A side response was made yesterday throughout the country.

A side response was made yesterday throughout the country.

A side response was made yesterday throughout the country.

A side response was made yesterday throughout the country.

THE STRIKE AND THE STRIKE.

THE STRIKE AND THE STRIKE.

THE STRIKE AND THE STRIKE.

THE STRIKE AND THE STRIKE.

THE STRIKE AND THE STRIKE.

Daily Mail

PRICE ONE PENNY.

RAILWAYMEN STAY OUT

Reinstatement Terms Rejected.

RAILWAYMEN STAY OUT

RAILWAYMEN STAY OUT

RAILWAYMEN STAY OUT

LEADING ARTICLE.

ENGLAND'S EXAMPLE.

LEADING ARTICLE.

LEADING ARTICLE.

LEADING ARTICLE.

Mr. B.

No Way

Mr. B.

Mr. B.

Mr. B.

Daily News

AND

The Star

MOVEMENT TOWARDS PEACE.

Activity of the Coal Commission.

MOVEMENT TOWARDS PEACE.

MOVEMENT TOWARDS PEACE.

MOVEMENT TOWARDS PEACE.

OPTIMISM IN WHITEHALL.

GOVERNMENT STATEMENT.

OPTIMISM IN WHITEHALL.

OPTIMISM IN WHITEHALL.

OPTIMISM IN WHITEHALL.

POSITION IN THE PROVINCES.

TRANSPORT SERVICES IMPROVING.

POSITION IN THE PROVINCES.

POSITION IN THE PROVINCES.

POSITION IN THE PROVINCES.

EVENING NEWS

Monday, May 10th, 1926. One Penny.

LOCAL WEATHER FORECAST: Occasional rain, rather cold. Further cold and unsettled.

LOCAL WEATHER FORECAST: Occasional rain, rather cold. Further cold and unsettled.

LOCAL WEATHER FORECAST: Occasional rain, rather cold. Further cold and unsettled.

THE HENDON, CRICKLEWOOD AND GOLDERS GREEN GAZETTE

DAILY NEWS SHEET

SATURDAY, MAY 8, 1926.

MINERS' REFUSAL. BETTER RAILWAY SERVICES. CONSERVE FOOD.

MINERS' REFUSAL. BETTER RAILWAY SERVICES. CONSERVE FOOD.

MINERS' REFUSAL. BETTER RAILWAY SERVICES. CONSERVE FOOD.

Air Transport for British Trade

Rapid Travel that Builds Business—Aircraft to Show the Flag—
Getting Rid of the Subsidy

By Air Vice-Marshal Sir Sefton Brancker

(In an address to the Delegates on Sunday, May 2)

SIR SEFTON BRANCKER said he felt somewhat guilty of thrusting that particular topic on them at a moment like that, but the only excuse he had got was that among the very many people who were going to talk to them he was the only one who did not depend on the ordinary means of transport for getting here and getting away. The subject was what would air transport do for the business man?

First and foremost it was going to accelerate their Imperial communications and he believed that time was a vital factor in every business transaction. The Air Ministry had schemes now which would bring India within 100 hours of London and would bring Australia within ten or twelve days' voyage. He must leave them to think out just what that meant, but when they thought of the enormous value of personal interviews, the great value from the business point of view of getting out samples quickly to long distances, where they had their markets, and the carriage of bullion and other valuable articles, he believed those schemes were going to do great things for the British Empire.

If they looked a little ahead and imagined airship services radiating from London and cruising at 60 miles an hour, and that was easily possible because they were building airships that were going to cruise faster than that, they would find that measuring by time instead of space New Zealand came to Somaliland, Australia arrived at Aden, South Africa in French Morocco, and Canada came two-thirds across the Atlantic. That, he thought, did mean something to the business man, but he had met business men who disagreed.

He was in India the winter before last and he talked to one well-known Con-

servative business man who said: "Oh Lord, I wish we were back in the days when the voyage took six weeks and we only had a monthly mail." Even to-day with the very embryonic services from London across the channel to the various parts of the Continent they could go and buy time at 5s. an hour. That was what it cost them to save time by travelling by air, and he had never yet met a business man who did not believe his time was worth more than 5s. an hour. It sometimes cost the people dealing with the business man a great deal more.

The whole world was asking for air transport. Last year fourteen million miles were flown by commercial aircraft. Of that large total they only flew, he was sorry to say, 1,250,000 miles. Those were flown over recognised routes totalling 31,000 miles, so that things were starting and the demand was growing on every side, and as a nation they must be in it because they wanted it more than anyone else in the world.

The second reason for supporting air transport was that in the old days the Navy, when it was distributed all over the world, used to show the flag and boost British trade. In these days, for various reasons, the Navy could not afford to do that, and the flying machine—aeroplane or airship—had an extraordinary psychological effect on people. If people saw British aircraft in various parts of the world it at once meant that British prestige went up, and they would eventually say that the British people were worth backing, and would buy British goods.

(Continued on page 252)



Mr. W. Foster, Blackpool's publicity manager, says au revoir to Mr. C. Harold Vernon, Vice-President of the Advertising Association

In Holland there is a rapidly increasing sale of British manufactured articles and cotton piece goods. It is the best European market for British wireless apparatus. These papers reach the buyers.

**"Algemeen Handelsblad" (Amsterdam)
"Nieuwe Rotterdamsche Courant" (Rotterdam)
"Nieuwe Courant"—"Het Vaderland" (The Hague)
"Wereldkroniek" (Holland's Leading Weekly)**

**Representatives in the U.K.
from whom rates and
particulars can be secured**

THE OVERSEAS PUBLICITY & SERVICE AGENCY

**9 Quality Court, Chancery Lane
LONDON, W.C.2.**

Manager—G.D. Young

'Phone:—Holborn 5628 (Solely Publishers' Representatives—Not Advertising Agents) Telegrams—Egyptadco

"A Wonderful Number"

This is the tribute of a well-known City man to
**THE BRITISH EMPIRE
PRODUCTS NUMBER**
of
**The Times TRADE AND
ENGINEERING SUPPLEMENT**

Published on April 17.

"I would really like to congratulate you on this wonderful Number. The labour and thought devoted to its production must have been enormous. Such things as this place us under a great debt to "The Times," and give us help and encouragement to carry on with the work of keeping this country in its position as the economic, industrial and social leader of the world."

This Special Number contained 128 pages of vital information for business men.

IT INCLUDED 67 PAGES OF ADVERTISEMENTS, also overflow pages which had to be accommodated in the ordinary issue for that week.

The above appreciation coincides with the feeling of thousands of business men throughout the Empire. The confidence that they thus show in "The Times Trade and Engineering Supplement" demonstrates its power to influence commerce.

Our best market is in the Empire, and there is no better way to Empire markets than through the advertisement columns of "The Times Trade and Engineering Supplement."

Write for particulars of space, rates, etc., to:—

THE ADVERTISEMENT MANAGER, "THE TIMES
TRADE AND ENGINEERING SUPPLEMENT,"
PRINTING HOUSE SQUARE, LONDON, E.C.4

Should the 1926 Advertising Convention be completed? If so, where, when, and to what extent? These were the questions put by the *Weekly* to leaders responsible for Convention organisation. The tendency of the replies received up of the moment of going to press is in favour of

Reviving the Convention in London

Lt.-Col. E. F. Lawson, President of the Advertising Association, says:

"Advertising has a very important part to play in the reconstruction of industry and commerce after the disorganisation of the general strike.

"It is very important that a meeting of some kind should be held not only to complete the work which was interrupted at Blackpool, but also to consider the fresh problems which we have to face, and I am taking immediate steps to summon the Executive Council of the Advertising Association, and to consult the Manchester Organising Committee so that we may decide what should be done."

Mr. Horace Imber says:—

"The first thing that any London advertising man wants to do is to pay a tribute to our Lancashire hosts at Blackpool. They did the sporting thing in abandoning the Convention, and we admire them for it. Naturally, we should all like to go up to Blackpool again—if it were possible.

"But can we afford to do it? We have lost a precious fortnight in the midst of the spring season. We have to make up for it. I am afraid that the only slogan for the business men to-day is 'Let us make up for lost time.' Really, we cannot, much as we would like it, spare the time for a second journey to Blackpool.

"More than that, we want to make the postponed Convention a purely business affair. Many business men, who usually take three weeks or a month in the summer, must now curtail their holiday to a fortnight. They cannot give more than a couple of days to a Convention.

"Yet this magnificent programme arranged by the Manchester folk, and including the proposed Manufacturers' Session, *must* be carried through. We cannot wait until the autumn. British business requires the call to better selling and advertising methods now.

"It would seem best to me, therefore—and let me stress the fact that I am voicing a purely personal opinion—if we held the postponed Convention in London during the first week in June. I feel sure that London advertising men would welcome the opportunity to entertain their Lancashire hosts for the occasion.

"It would be possible to carry through the entire programme, the opening meeting being cut out, in two days. This would give a morning to the Manufacturers' Session, an afternoon and the morning of the second day to Departmental Sessions, and the second afternoon to the Closing Session. Possibly a banquet might be arranged to wind things up.

"This scheme would enable the Convention to be held at a time when men's minds are concentrated on making up leeway—when they are particularly open to the message of the sales and the advertising expert. It would enable our Manchester hosts and the Programme Committee to carry through their carefully considered programmes within reasonable time. And it would secure continuity in the sequence of our British Conventions. For all these reasons I am in favour of a postponed British Convention at London, based on the Manchester programme, in the first week of June."

Mr. J. Murray Allison said:—

"I am of the opinion that it would be a great mistake not to hold the British Advertising Convention this year. I hope that the officials of the Advertising Association will make it possible to invite the members of the Manchester and Liverpool Publicity Clubs to London some time in the month of June, so that the main business of the Convention may go through, and the sequence of the Conventions in Great Britain may not be broken."

Sir William Veno said:—

"I am in complete sympathy with the suggestion of Mr. Murray Allison that the Advertising Convention should be completed in London. Unfortunately, it will be impossible for me to attend personally, as I leave for America in the *Berengaria*, on June 12, for a prolonged visit.

The date which Sir William Veno had in mind was the first week in July, a date which for various reasons, we believe, finds considerable support in the profession.

Mr. J. C. Akerman says:—

"I subscribe to the idea which has recently been mooted for a two-day Convention in London, preferably at the end of June or in the first few days of July. It should be remembered that we have a Convention programme ready; the subject matter for the various sessions has been decided upon; the speeches have been written.

"Given these facts, London is a convenient centre in which to hold a brief and business-like Convention. Manufacturers and advertising men will not yet be scattered over the playgrounds of the world at the date

W S CRAWFORD LTD
« ADVERTISING »
233 HIGH HOLBORN
LONDON
WC1

ADVERTISING TO THE CONSUMER AND RETAILER



Brightening the House

The NEWS OF THE WORLD offers advertisers of branded house-decorating materials a market of over 9,000,000 readers, or one-fifth of the total population of the British Isles.

This is not all, for its readers include at least **3,490** of the **17,453** house decorators whose co-operation means so much to the manufacturer.

Thus the NEWS OF THE WORLD appeals simultaneously to the consumer and retailer in this as in other fields.

NEWS OF THE WORLD

Advertisement Department
6, BOUVERIE STREET E.C.4.

An Intimate Talk Broadcast from the YORKSHIRE POST.

"THE PREMIER'S THANKS."

I have been very pleased to see that you have been successful in maintaining the issue of your paper without any stoppage during the present crisis. It is an achievement of which you may well be proud, and I am sending you this line just to say how much I appreciate your help and support, which are in every way worthy of the traditions of the *Yorkshire Post*.

Yours sincerely,

(Signed) STANLEY BALDWIN.

The Prime Minister's letter was written to the Editor of the *Yorkshire Post* before the general strike was called off, and at a time when many important matters arising out of the attack upon the people's liberty called for his attention.

The circumstances which called forth this letter were that the *Yorkshire Post* not only maintained continuous publication, but distributed its issues intensively. We felt that it was necessary to the safety of the State that accurate news of how the strike was being countered should be disseminated as widely as possible.

Therefore, as we were able to print only four pages instead of the customary 16 to 20 pages, we reduced the price to one penny, and despatched by motor-car and motor van from Newcastle to Grantham and London, from Hull across to Carlisle, from Scarborough across to Barrow and Blackpool.

London was hungry for news. To satisfy this we sent up to 20,000 copies per day of the *Yorkshire Post*, and for some days our familiar blue-lettered contents bill dominated the West End. A Yorkshire peer was among the volunteers who offered us their cars and their personal service to maintain the road service to London.

As Lancashire was also without regulation morning papers for some days we took it upon ourselves to spread the news in Manchester, in the cotton towns of Lancashire, and the coast towns between Southport and Barrow.

It was all due to abnormal causes, but we are rather proud that with a few loyal "key" men and volunteer labour hastily recruited we turned out of the one office up to 750,000 copies daily of our morning and evening papers.

This is the meaning of the "help and support" which we were proud to give the Prime Minister.

Albion Street, 171, Fleet Street,
Leeds. London.

suggested. Nor should the securing of halls such as we require in London be difficult. For all these reasons, the suggestion for a postponed Convention in London seems to me to be sound."

Mr. J. Vincent, the Hon. Organising Secretary of the Blackpool Convention, writes:—

"The Blackpool Convention is over and the action of the Organising Committee in causing it to be abandoned has been abundantly justified by events.

"What is to happen now? Are we to hold the Convention in September as suggested by Major P. C. Burton at the grand rally on that fateful Sunday night in Blackpool?

"Owing to the general strike, there has been no opportunity for the Organising Committee or for the members of the Manchester Publicity Club to discuss these matters, so that the opinions expressed herein are not necessarily those of the two bodies mentioned.

"Primarily, the organisation of the British Advertising Convention is a matter for the Advertising Association, and the Manchester Publicity Club is concerned because it invited the delegates to be its guests at Blackpool for this year's Convention. The questions arise as to whether the Association will decide to treat the 1926 Convention as abandoned or merely postponed, and whether the Manchester Publicity Club is prepared to renew its invitation for a later date. I cannot deal with the first question, but, as regards the latter, I do not think the Club would be willing to renew its invitation for this year. Many of the members have neglected business matters to help in the organisation of the arrangements for Blackpool, and it would not be fair to expect them to repeat the process in a few months' time.

"And what of the delegates? Nearly one-third of them came from London and the remainder came from all parts of Great Britain and Ireland. Would they be willing to go to the expense of attending another Convention this year?

"I do not think so—but I do believe that if the Advertising Association and the Manchester Publicity Club agree to hold the 1927 Convention at Blackpool, there will be a full attendance of those delegates who saw just a little of Blackpool this year, and a big addition of others interested in advertising who have heard of what 'might have been' had there been no general strike."

Sir Charles Higham says:

"I am strongly in favour of a two-days' convention in London. I suggest that it should be held at the Central Hall, Westminster, where all the sessions should take place, and that the best time would be the first week in October.

"By this time, all the holidays, which are late this year, would be over and manufacturers would be settling down to the steady production schemes of the winter months."

Mr. W. H. Harford, dealing with the question of the Manufacturers' Session says:—

"The desirability of a conference of manufacturers on the problems of selling British goods, acclaimed through Blackpool by the four hundred and fifty enterprising industrialists of the North, has now become almost a necessity.

"To a degree hitherto unknown in history we as an old nation are facing life anew. The slate is clean. The air is, for the first time in our lives, clear of political controversy. It is almost clear of industrial disagreements. The prospects of progress are thus illimitable.

"But are we to attempt to walk the old beaten tracks now strewn with the wreckage of our past, or are we willing to build new arterial roads broad and straight across the world of commerce?

"The future of Britain may be settled within the next few months. If we start along the old tortuous narrow paths again we may walk into trade oblivion. Surely we will not!

"We, engaged in selling and advertising, know—not think, but *know*—that the methods of distributing, marketing and selling British goods were in many industries both wasteful and lacking in enterprise. These antiquated ways were clogging a patched up machine. We know—not think—that we of the new school had and have a serious contribution to make to the future of this land.

"Thus when we are asked if we think the 'postponed' Manufacturers' Conference should be held this year we say emphatically 'yes' and wonder why we are asked.

"Of course the Conference cannot be the Conference that would have been held at Blackpool. It should be more national in its scope, broader in its outlook. It will be if all enterprising advertising men will co-operate to make it so. And it is inconceivable, despite the fact that it will entail re-doing the old job on a bigger scale, that we shall not rise to a stupendous occasion. As a business we have the opportunity of showing ourselves bigger than any one business can ever be.

"Most assuredly 'Yes.' For the country and its commerce!"


Major P. C. Burton, the Chairman of the Programme Committee, says:—

"I feel that the opinion of the Sessions organisers should be taken, I would be pleased to co-operate but fear that interest has flagged."

THE HAPPIEST WAY

AS with most epigrams, there is a grain of truth in the saying that in the advertising of any product "there are ten ways of doing it—nine of them right." Even granting so many possible appeals, there must be *one* that will bring maximum results. To find that *happiest* way and then follow it, is service that Mather & Crowther Advertising renders each client.

MATHER & CROWTHER
MODERN ADVERTISING, LTD.
10-13, NEW BRIDGE ST.
LONDON, E.C.4.

 We cordially invite Principals to call and examine personally the opportunities provided by the Mather and Crowther Organisation.

IMPORTANT NEWS

To advertisers of Food & Medicinal Preparations. The difference between the P.A.T.A. and the C.W.S. is now settled.

4,500,000

Members of the Co-operative Movement have for their Official Organ

THE CO-OPERATIVE NEWS

Advertisers not only buy space in this publication at the extremely low rate of 1½d. per inch per thousand—they gain the appreciation of its readers for the support they are giving.

Specimen copy and rate card from

THE CO-OPERATIVE NEWS

Long Millgate,
MANCHESTER.

'Phone: City 2769
or

G. Jackson, 145, Fleet St., LONDON, E.C.4

'Phone: Central 4011.

The Post-Strike Position in Advertising

Great Demand for Space Experienced Everywhere—Forward Bookings Heavy

WE have gathered the following representative opinions on the post-strike advertising position. Our own view of the situation is expressed in the leading article on page 221.

Sir Charles W. Starmer, of the Starmer group, said:—

Advertisers can assist very materially to restore normal conditions by a courageous policy. The spending of money will mean work, and it is only by spending and working that we can quickly get back to normal times. The slogan should be "Full steam ahead!"

Mr. Stephen Millikin, of the *Daily Mail*, said:—

The demand for space in our publications is very much heavier than usual. By mid-day on Monday the *Daily Mail* and *Evening News* were filled up to capacity for the rest of the week. The few suspensions that were received for forward bookings were quickly replaced by advertisers anxious to start the wheels of their business going again. Prospects for the future bookings seem to be heavier than ever.

Mr. Philip Emanuel, of Odhams Press, Ltd., said:—

Those cancellations that came in during the strike have in most cases been already reinstated, and forward bookings are very good. Advertisers appear to wish to go ahead with their normal schedules and will make up the balance of their contracts missed during the strike period at their termination.

Mr. J. Murray Allison, director of Allied Newspapers, Ltd., reviewing the situation both in London and the provinces, said:—

The advertising situation throughout is now perfectly normal. We had, as was to be expected, a number of cancellations at the beginning of the strike period, but practically all of these have been withdrawn with the resumption of normal conditions, and we are finding that the usual flow of business is resuming entirely without interruption.

Mr. Andrew Milne said:—

Demands on advertising space in the *Daily Chronicle* exceed capacity for the moment. A significant feature is the flow of orders being received from advertisers of luxury products, anxious to capture the Whitsuntide trade. This class of advertiser is notably shy of recommencing activities

when times are difficult. Moreover, although the advertisers of luxury products are appearing in large numbers this week, there will be no falling off next week, since the advertisers of ordinary household articles will then be taking a large amount of space. Not a single cancellation has been received for the most important space in the *Daily Chronicle*—its front page.

Mr. J. Kemp, of the *Sheffield Telegraph*, said:—

I expect, with the return of normal transport, big business in anticipation of the great trade revival."

Miss Marion Jean Lyon, advertisement manager of *Punch*, said:—

All advertisements were omitted from the emergency edition of *Punch* dated May 12, with the exception of those on the front cover, the complete block for which was already moulded before the general strike commenced.

The issues of May 19 and May 26 will contain only a few advertisements. Only a limited number of complete blocks could be handled as it was impossible to get any displayed advertisements set. Those advertisers who had suspended during the general strike are now endeavouring to make up lost insertions, with the result that we are faced with heavy accumulations of orders, whilst future issues were already booked up far ahead before the outbreak of the strike. I shall, of course, make every effort to give those advertisers whose insertions have been unavoidably missed the opportunity to take up any space available during coming months.

The advertisement manager of the *Nottingham Guardian* said:—

Smalls are already nearly normal, and we fully anticipate that trade displays will rapidly follow suit.

Mr. H. Simonis, director of the *Daily News and Star*, said:—

After the first day or two of the general stoppage the telephones of the advertisement department of the *Daily News and Star* were kept busy answering inquirers who wanted to know when normal publication was being resumed, and, indeed, asked for space in the emergency issues of both papers, which, however, was not available for their use. The best indication of the present state of the business and the

(Continued on page 236)

Merchant Service

TO-DAY, the province of merchandising is wide enough and complicated enough to embrace the whole life experience and knowledge of the advertising man. It demands the full surrender of every diplomatic quality and every business instinct he may possess. It requires every moment of his time, for the born advertiser is he who, from dawn to dark, each hour and each day, keeps receptive to every impression, thought, or chance human contact which can be used as a sales argument or a sales weapon.

DAVID ALLEN SERVICES

Press, Posters, Printing

1, Wardour Street, W.1.

New- style Printing

ARE you content with printed matter or do you insist on SELLING matter? Does every piece of printed matter bearing your name arouse attention
 „ interest
 „ desire
 „ action.

Does your printed matter sell, or merely tell? It is not enough that you should merely *tell* your customers and prospects about your goods or service; every piece of printing you send out should be a living page—a compact, complete and proven case for the line you are offering.

If it is arranged and printed at the Hotspur Press—in the New Style—it will be a model of salesmanship. Catalogues, booklets or folders and business printing of every sort and kind, should all be made to contribute to the common end of promoting business by increasing sales or facilitating the selling.

Write for particulars of this New Style Printing to—

PERCY

Brothers Ltd.

The Hotspur Press
 Whitworth Street West,
 MANCHESTER

Telephone: Central 6894/5.
 Telegrams: "Hotspur, Manchester."

London Office:
 170, Fleet Street, E.C.4

Telephone: Central 7641.
 Telegrams: "Jonagond, Fleet, London."

THE POST-STRIKE POSITION IN ADVERTISING—(Cont. from p. 234)

future prospects of advertising (so far as the experience of the *Daily News* and the *Star* goes, at any rate) is to be found in the fact that both the first 16-page *Star* published on Monday and the first normal issue of the *Daily News* published on Tuesday morning, carried their maximum allowances of advertisements. There is every indication that advertisers and advertising agents are anxious to make up for lost time by getting the increased trade which they know they can secure by advertising.

Mr. S. P. Thornett, of the *Morning Post*, said:—

As far as the *Morning Post* is concerned, we are finding a new factor in our advertising—the reduction in price to 1d, and a consequent increase in circulation. Advertising at present is just tumbling in. We have had very few cancellations, indeed. Of course, the big flow of advertising may be abnormal, caused by the cessation of advertisements during the past week, and the desire of advertisers to place their products before the public as soon as possible.

Mr. John Thomson, of the *Edinburgh Evening News*, said:—

We are at present finding no appreciable rush of after-strike advertising, but the condition of affairs is rapidly improving.

The advertisement manager of the *Belfast Telegraph* said:—

Conditions in Ulster during the strike were quite normal, and the size of the *Belfast Telegraph* was up to the average. National advertising is quiet at present but we anticipate a big rush when things settle down.

Mr. U. B. Walsley, advertisement manager of the *Daily Sketch*, said:—

The strike has given an extraordinary example of how advertising pays. During the crisis nearly all the chemists' shops found that their stocks of much-advertised nerve tonics, such as Phospherine, Ovaltine, Glaxo and so on, were depleted. Even cocoa, which is said to steady the nerves, was sold out in many districts. The difficulty encountered by the manufacturers is to organise distribution of such products to the retailers, and when this difficulty has been overcome there will undoubtedly be a big flow of advertising in connection with them.

I am exceedingly pleased with the way advertising is rushing in at the present moment—and this state of affairs is not abnormal, but will continue. I am very optimistic with regard to the immediate future of advertising.

There is just one danger, and

that is that in certain quarters it may be said that, since summer is now approaching, it will be well to leave big campaigns until the winter.

Mr. W. W. Thomas, of Morris Motors, Oxford, said:—

The Morris factory was unaffected throughout the strike. This is the buying season for cars, and thus advertising is to us most important. We very much appreciate the efforts papers are making to accommodate business. The outlook is very brisk.

Mr. H. G. Reeves, advertisement manager of the *Daily Telegraph*, said:—

The cessation of Press publication during the recent emergency, with its consequent restriction of trade activities, has made it more than ever imperative that manufacturers and distributors should resume their advertising campaigns with renewed vigour.

This is clearly recognised by them. Ever since the news of the settlement of the dispute was broadcast, there has been a steady stream of messengers bearing orders and copy for announcements in the *Daily Telegraph*, while the numerous telephones have been in constant use.

The inference to be drawn from this is that there is a universal recognition of the fact that the vital step to be taken in starting up the machinery of commerce lies in a resumption of advertising.

"The power of advertising" is more than a catch-phrase: it is a living fact, and one which is proven over and over again by the anxiety of all advertisers to recommence their announcements with the least possible delay.

So great was the demand for space in the first normal "post-strike" issue that nearly forty columns of announcements had to be carried over!

Mr. F. Bishop, of the *Times*, said:—

We are receiving more advertising at the present moment than we can deal with. There was a tremendous demand for space in the first issue published after the strike—a demand that we were not in all cases able to satisfy. We are receiving a very large amount of advertising from West End stores, and all general and financial advertisements are coming in rapidly. There is, of course, a certain amount of advertising to be worked off; indeed, we were continually telephoned during the strike by advertisers who wished to know when we could possibly insert the first advertisement.

Speaking generally, the strike apart from the loss of a clear fortnight, does not seem to have

(Continued on page 262)



EMPIRE NEWS


The Journal with the
Public who want



The Paper that was right
for C.O.D. before postal
C.O.D. was thought of.



TALLIS HOUSE, TALLIS STREET, LONDON, E.C.4 & WITBY GROVE, MANCHESTER



CURTAILING THE CONVENTION—(cont. from p. 223)

with advertising in the cataclysm that was about to fall upon the nation.

They had come to Blackpool in order that they might learn to do something more for British industry. That task would be still more important when they had come through to the other side of the troubles which were before them. He did not observe, however, that anyone was downhearted.

Manchester's Thanks

On rising to respond, Mr. J. Vincent, Hon. Secretary of the Manchester Publicity Club, was greeted with round after round of applause and the singing of "For he's a jolly good fellow."

"We had hoped," said Mr. Vincent, "that this Convention would do a lot for advertising, particularly in Lancashire. We had hoped to convince the Lancashire manufacturer that he could extend his markets both at home and abroad through scientific advertising."

The Manchester Publicity Club appreciated the expression of their thanks, and he could say that particularly on behalf of the chairmen of committees and perhaps more so still on behalf of the treasurer. Through him thanks were due to the subscribers who had enabled them to stage the Convention.

In conclusion, Mr. Vincent paid a warm tribute to his wife. In addition to being a continual source of inspiration, she had latterly worked from 12 to 14 hours a day for the Convention.

Air Vice-Marshal Sir Sefton Brancker delivered an effective address on "What air transport can do for the business man."

Air transport, said Sir Sefton, was going to accelerate our Imperial communica-

tions, and time was a vital factor in every business transaction. The Air Ministry was developing plans that would bring India within 100 hours of London, and Australia within ten or twelve days' voyage. An airship service radiating from London and cruising at 60 miles an hour would lead to an enormous additional amount of travel and trade.

On the London cross-Channel routes, said Sir Sefton, we could buy time at five shillings an hour, and most business men said their time was worth more than that. Air transport was safe, and wherever in the world British aeroplanes went British prestige was enhanced.

Mr. C. K. Woodbridge, President of the Associated Advertising Clubs of the World, who had travelled over 8,000 miles to the Convention, was the next speaker. He was charged in two missions, he said. The first was to convey to all the delegates at Blackpool an invitation to attend at Philadelphia in June. The next was to present a gavel given by the Poor Richard Club of Philadelphia to the chairman of that Convention.

Mr. Woodbridge presented the gavel amid cheers, explaining that it came from "the city of brotherly love."

Working Together

Sir William Veno, responding, said that the two great branches of the English-speaking family, the people of the British Empire and the people of the United States of America, were destined to work together for civilisation and world peace and progress.

Mr. W. H. Harford said that Capt. C. Higham and himself, the organisers of the Manufacturers' Conference, were naturally disappointed but had no reason to be excessively disappointed. The Conference was arranged to give the

manufacturer greater confidence in the business of advertising and selling, and the calm action they had taken that night would at least be a help. It would have been an impossible situation if the men who paid the bills of advertising and selling had had cause to imagine that the delegates could have remained in Blackpool attempting to extend their business—of selling—when the national problem had suddenly become one of production.

Most of the 450 manufacturers who were to have talked over their selling problems there were Lancashire men.

In Six Months?

Major P. C. Burton, chairman of the Programme Committee, paid a warm tribute to all the members of his committee.

He hoped they would give him an opportunity of helping again when they next held a Convention, which he hoped would be in six months' time and not twelve.

In the course of the rally Mr. C. H. Vernon announced that the annual meeting of the Association that was to have been held at Blackpool would be held as soon as possible after the trouble was past. Formal notice of the meeting would be given in due course.

At that session a presentation of a picture which had been given to the Philadelphia Club by Sir C. F. Higham would be made by Mr. W. S. Crawford, who, incidentally, had remained in London since the opening of the Convention, keeping the executive constantly informed of the latest news.

Mr. Vernon also read cheering telegrams from the Associated Advertising Clubs of the World, New York, and the Publicity Club of South Africa.

THE EVENING PAPER

that is A COMPLETE NEWSPAPER, sane in tone, orderly in make-up, accurate and swift in service, with all the news that's fit to print, and none that isn't—

a brief statement which explains why the

NORTHERN DAILY TELEGRAPH

is the accepted home newspaper in the northern half of Lancashire, and has the *largest net sale* of all the newspapers published throughout the territory.

Head Office :
Blackburn.

London Office :
151, Fleet Street.

1927

Daily Mail

FRONT PAGE

THE ONLY VACANT DATES
for NEXT YEAR—1927



We publish below a list of the only **Daily Mail** Front Pages which are vacant next year. All other dates for 1927 have been booked. The price of **The Daily Mail** Front Page is £1,400 and every advertiser who occupies it pays the same price.

August 1, 1927
August 6, 1927
August 18, 1927
August 26, 1927
December 24, 1927

NO RATE-CUTTING

The Daily Mail does not "cut" advertisement rates. All advertisers are treated alike. No one advertiser buys space at a cheaper rate than another—no matter what the extent of the contract or continuity of insertion.



ADVERTISEMENT DEPT.,

The Daily Mail

CARMELITE HOUSE, LONDON, E.C.4.

N.B.—The *Front Page* of THE DAILY MAIL is accepted as the best advertising value in the World. The next best is an inside page of THE DAILY MAIL

On to Windermere!

Delegates' Fine Trip to the Lake District—A Day of Sunshine and Worries Forgotten

By Our Blackpool Staff

IN spite of the fact that, on Sunday evening, a general meeting of delegates had been arranged to decide whether the Convention could be continued, a big, happy party set out in some forty motor coaches at 10.30 a.m. for the tour to Lake Windermere.

The long string of coaches stretched from the Tower well into Princess Parade, and when the time for departure came it was obvious that the forebodings of the previous day had been set aside, and the party intended to enjoy the tour to the full. The brilliant sunshine reflected the cheerfulness in everybody's face.

Leaving Blackpool, to the accompaniment of cinema operators and camera men, and rousing cheers from the on-lookers, the eight or nine hundred delegates settled down to a three-hour run. The country was looking delightful. The late blossom and fresh green of the trees and fields made the beautiful countryside even more magnificent.

The cars proceeded through Lancaster, passing on the right the cabinet works of Messrs. Waring and Gillow, Ltd., which were to have been visited on the following Wednesday.

Kendal reached, a halt was made for refreshment and "leg stretching." When Windermere was reached, the cars stopped at different hotels for lunch. The writer was in the coach which carried some of the Regent Advertising Club—one of the jolliest parties imaginable. We motored

to the ferry, embarking at 1.45. The zig-zag course of the boat was the cause of certain caustic comments from Scottish delegates who were in the steam tug.

A delightful lunch was served on the

almost Canadian grandeur was a source of surprise to many, for there is no doubt that the large expanse of lake surrounded by great pine-covered hills forms one of the most beautiful scenes in England.

So entranced indeed were some of the party with the Lake District that they missed the ferry-boat, and had a considerable wait for its return. The time, however, was well spent photographing the merry event.

The Tower was reached again at about 7 o'clock—the party refreshed, happy



The long line of motor coaches ready to start on the journey to Lake Windermere

other side of the lake in the picturesque Ferry Hotel, and afterwards the party had a few minutes in which to admire the grand scenery of the famous lake. Its

and ready to take with good humour and good-tempered disappointment the news that awaited them at the final meeting of the Convention in the evening.

Southcombes Stimulate Sales

The **W. J. SOUTHCOMBE**
ADVERTISING AGENCY
167, STRAND
LONDON
W.C.2

Telephones :

5093 } CITY
5094 }
7733 }

Telegraphic
Address :

Southcombe
Estrand
London

FIRST WITH THE NEWS



This is how

The Daily Chronicle

gave the good news before any other newspaper in the land—on Wednesday, May 12th, 1926.

ANDREW MILNE, *Advertisement Manager*, FLEET STREET, London, E.C.4.

Telegrams: "Muniarc," Fleet, LONDON.

Telephone: CITY 9330 (16 lines).

to introduce Piccamin

(PICCADILLY IN MINIATURE)



Have you ever
looked through the
wrong end of a
telescope at the
electric signs in
Piccadilly Circus?

Neither have we!

But we know no better
way of suggesting to
you the illusion pro-
duced by the new
"Piccamin" animated
Signs (Patent No. 216620)
for window or outside
display.

Slogans, changeable at
will, appear letter by
letter: then black out.
Pictures and words
gradually take shape,
altering in size, form and
colour; then fade away.

You are interested

WRITE OR 'PHONE
ANGEL SUPER SIGNS (1926) LTD.
24-25, RUNTON STREET, N.19
Telephone: MOUNTVIEW 6130

who will be glad to advise
you on any type of sign.

Sign makers of every description.

THE PRESS IN THE STRIKE— (cont. from p. 226)

Its only Ad.!

The last edition of the *British Gazette* on May 13 carried an advertisement on the front page, stating that the *Morning Post* would be published on the following morning, Friday—price one penny.

Montrose Feat

The *Scotsman* of Friday contained the following:—"In addition to the employees of the two railway companies and the carting contractors, there are on strike in Montrose the members of the Typographical Association, which includes the *Montrose Standard* office. . . . Notwithstanding the withdrawal of their printing staff, the *Montrose Standard* was published yesterday in its customary form, earlier than usual."

"B.W.'s" Three Editions

The *British Weekly* published a Roneo edition in London, a special English edition consisting of two large pages in Leicester, and Mr. Fred Harding went by road to Scotland to arrange for a large Scottish edition. This was published and distributed within fifteen hours of Mr. Harding's arrival in Edinburgh.

Blocks for Belfast

The London office of the *Belfast Telegraph* had a parcel of blocks which they had been instructed to insert in advertisements. The railway companies were unable to handle them. They were therefore taken by car to Birkenhead, and placed on board the ferry boat.

Strike Copy

Messrs. Selfridges stated in their advertisements on May 3 that, if it were impossible for newspapers to be published, the firm would issue news bulletins at their Oxford Street premises. A special loud speaker was set up so that the wireless news could be heard, both inside and outside the building.

The makers of Cossor Valves, in their advertisements on the day previous to the strike, said: "2LO will keep you posted with the latest news—see that your set is equipped with Cossor Valves."

First Country Bulletin?

The *Warrington Enterprise* was one of the first strike bulletins to be printed in the country. The sheet contained the latest P.A. news, Chester racing results, and was on sale in Warrington and the surrounding districts at 5 o'clock on Tuesday, May 4. The net sale reached 14,000 copies.

Magazines that Published

Among many weekly and monthly magazines that published during the strike, the *Sphere* produced a miniature edition; *Punch* appeared, at the request of its advertisers, without any advertisements; *Car and Golf* was published on May 14; the *Motor Owner* produced a 68-page issue; the *Humorist* and *London Opinion* for May 15 appeared as usual.

The Strike in Pictures

The *Sphere* and *Illustrated London News* published during the strike. Both were printed in Paris and the matter was taken over by aeroplane. The issues were brought back to London by the same means. The *Sphere* was a 16-page issue and the *Illustrated London News* contained 8 pages. A full story of the strike was given by means of pictures, of which the two issues contained over 80. No advertisements were carried.

"East Africa" as Usual

East Africa has appeared as usual each week during the strike.

Duplicated Displayed Ad.

The only displayed advertisement published in Birmingham during the early days of the strike was prepared by Laurence A. Cuthbertson, Ltd., Birmingham. It appeared in the *Midlander Daily Bulletin* for May 6, which was produced on a duplicating machine, and the advertisement was for Morris Cars, carrying a sketch of a two-seater model.

The "Photocrom" Bulletin

The Photocrom Co., Ltd., issued on Sunday, May 9, a special 8-page *Strike Bulletin* on good art paper. It contained items of general strike news, together with nearly a dozen photographs of strike incidents. The back page contained a full-page topical advertisement for Nugget boot polish, headed, "If you have to walk to work—"

Typists at Lino. Machines

Girl typists manned the linotype machines at the *Western Mail* offices. They produced excellent work with only a few hours' practice. The paper was published throughout the strike, and on May 13 an 8-page issue was produced, containing displayed advertisements, a full page of topical photographs and a line cartoon.

"The Strike is Over"

Under the above heading Morison's Advertising Agency (Hull), Ltd., have issued a very clever topical folder, pointing out the service that can be rendered by the agency.

Other Items

Electrical Industries produced a very good four-page emergency paper, containing a digest of the most important trade news, but carrying no advertising.

The *Outlook* announces that the British Empire Supplement, scheduled for May 22, has been unavoidably postponed until June 5.

"Ears" were almost the only advertising spaces available on bulletins, and very few were on offer.

The *Sporting Times* produced by duplicator a paper in small form, carrying a quarter-double display.

The *Essex County Standard*, the *Colchester Gazette*, and the *Walton Gazette* were published, as usual, during the strike, and had a very large sale.

The *Peterborough Advertiser* on May 7 published a normal 12-page paper, carrying the usual advertising space.

It was announced in the *British Worker* on Monday that this paper would now cease to publish, and that the *Daily Herald* would resume publication on Tuesday morning.

During the strike the Edison Swan Electric Co., Ltd., issued gratis two editions each day of a multigraphed *Ediswan News Bulletin*.

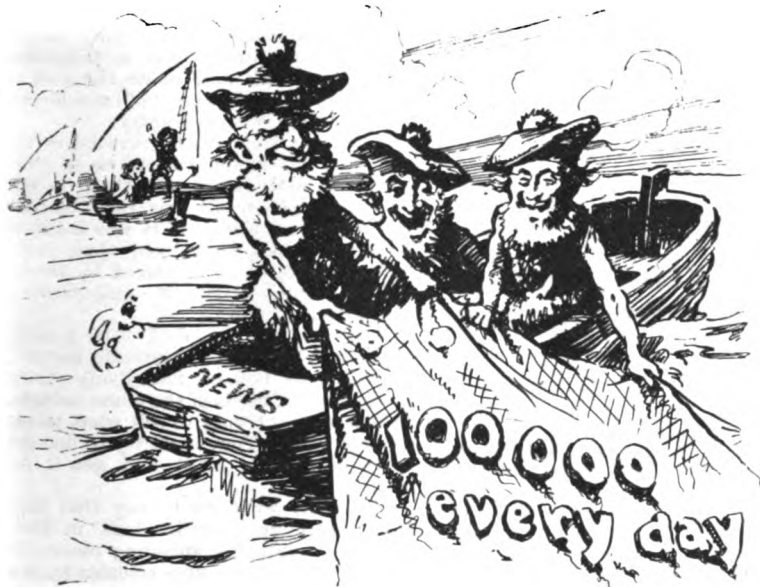
A strike bulletin, produced by duplicator, was published from 61, Fleet Street, E.C., on May 5. We were unable to obtain copies on any subsequent day.

The *Saturday Review*, the *Spectator* and the *New Statesmen* appeared on May 15 in printed form, carrying advertisements.

In accordance with the terms of the agreement made on Friday between the Manchester newspaper proprietors and the Manchester representatives of the printing trade unions, the *Manchester Guardian* was able to resume normal publication on Saturday morning.

reasons why !

You should advertise in the "News."



*Our daily average net sales for
the six months ended March,
1926, were 100,715.*

**"We give
our
net
sales."**

EDINBURGH EVENING NEWS

WHERE IS THAT BLOCK?



Illustration showing Two Sections. A Cabinet that grows with your requirements.

Systematize the storage of your Blocks by using our Sectional Cabinets specially designed for the purpose. Made in highly polished Oak.

Cabinets for all Trades.
Ask for Booklet "A.W."

Caxton Wood Turnery Co.,
11, Salisbury Square, London, E.C.4

*Why Does
That Setting Look
So Good? "*

... because it was set by C. & E. Layton, the well-known Day and Night Typesetters. When next you require the use of modern type faces or borders, phone Central 4752

LAYTON'S

Typesetters and Stereotypers
FARRINGTON STREET
E.C.4

*If you are too busy to prepare Lay-Outs
our Lay-Out Department is at your service*

HOME MARKETS MUST BE CULTIVATED

Mr. Sandeman Allen's Plain Speaking
—Opening-out Tropical Colonies
—Scientific Salesmanship at Home and Abroad

MR. J. SANDEMAN ALLEN, J.P., president of the Liverpool Chamber of Commerce, speaking at the Convention on the subject of the development of overseas trade, said there was a problem to deal with. This country imported 70 per cent. of its foodstuffs and 70 per cent. of its raw material, and it had got to sell abroad at least one-third of its manufactured goods. After the war the markets of the world were restricted, first by the impoverishment and low purchasing power of the nations, and secondly by the growth of home manufactures forced upon countries by the war.

That had left a big gap which had got to be filled by new markets and the creation of new demands, which their publicity department would quite understand. Then there was a temporary condition which had made the cost of labour abroad and the cost of manufacture cheaper than in this country.

That condition was aggravated by the fact that the labour conditions in other countries were inferior to those in this country. The result was their markets had been displaced, and it was a serious matter to find that even their home markets were being displaced by the increased importation of manufactured goods from abroad.

What was the remedy? The remedy, said Mr. Allen, was to cultivate markets, beginning at home. Everybody should study the real needs of the home markets. It was no use trying to sell what people did not want. They must try to find out what people did want and get it for them.

Mr. Allen went on to say that they must open up new markets in their tropical colonies by spending money on the development of those colonies by new railways and roads. Take Uganda, in East Africa. A few years ago the Government spent money in developing its railways and roads, and in consequence a new avenue of trade had been opened out. Money spent on opening out a country like that would bring trade, increase shopping, and in time would provide Lancashire with cotton, instead of having to pay dollars to the United States.

Speaking of scientific salesmanship Mr. Allen said he was sure the marvellous growth of advertising and publicity must have its effect by and by.

"The old country is not dead yet," declared Mr. Allen; "the old principles remain, and we must stand by them and develop them. We must remember that with hard work we can achieve success."

Blackpool Paper's Enterprise

The *Blackpool Gazette and Herald* on Tuesday, May 4, produced a 16-page, eight-column paper on the eve of the General Strike. This edition included a special four-page illustrated supplement giving a full report of the short proceedings of the Second British Advertising Convention at Blackpool. This supplement carried announcements from six national and provincial newspapers. There was also a special "Buy British Goods" page, a municipal page and two "Shop Locally" pages. Every delegate received a copy by post.

TO HOLIDAY MAKERS ♦ ♦ ♦ ADVERTISERS TO

BOOKING
HALL

THE L. N. E. R. posters are well known, its Press advertisements come before Britain's millions, but it may not be such common knowledge that the L.N.E.R. issues a series of booklets, handy in form, with attractive covers and well illustrated, dealing with its holiday districts.

The series includes:—

"Holidays"—describing 70 resorts.
Buckinghamshire & the Chilterns.
East Anglia & the Broads.
Lincolnshire & the Dukeries.
Yorkshire Coast & Moors.
Four Yorkshire Dales.
Durham County & Tees Valley.
Northumberland & Tyne & Wear.
Edinburgh, the Lowlands,
and Fife and Forfar.
Clyde, Western Highlands
and Trossachs.
Aberdeenshire, Moray Firth,
Doe, Don, and Spey.
Historic Places.
London.

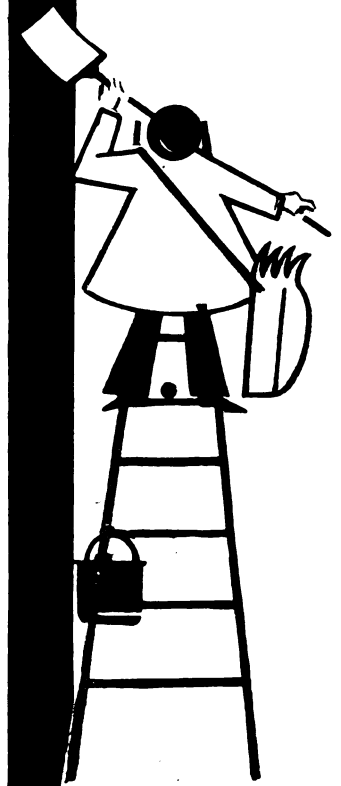
Any advertising man or woman can have one or all of these sent free of charge on application to the

ADVERTISING MANAGER,
LONDON & NORTH EASTERN
RAILWAY,
KING'S CROSS STATION, N.1.

JUST as the L. N. E. R. is foremost in the attractiveness of its publicity matter, so it is unique amongst British Railways in having a complete organisation for the exhibition of commercial advertisements at stations and in trains. Special attention is paid to the selection of sites and the prompt and cleanly exhibition of all advertisements.

Whether a single advertisement of a local trader or an "all-line" campaign for a national product is contemplated, full information can be obtained from the

ADVERTISING MANAGER,
LONDON & NORTH EASTERN
RAILWAY,
KING'S CROSS STATION, N.1.



MORTONS

LONDON & NORTH EASTERN RAILWAY

SERVES
THE DRIER SIDE AND THE BUYER SIDE OF
BRITAIN

"Newcastle Chronicle" newspapers

—read what LOCAL advertisers

THE appreciation by the business world of the North of the services rendered to the community by the Emergency Staff of the "Newcastle Chronicle" publications during the General Strike is shown in the following selections from many letters received :

From Bainbridge & Co.; one of the largest Drapery Houses.

I congratulate the proprietors of the "North Mail and Chronicle" on their wonderful productions under the great difficulties that confronted them during the strike period. After all there is no power greater in dealing with questions of public concern than that of public opinion, and if it is to be wise it has to be informed, and it was a colossal blunder to think that a cause could be furthered by keeping the people of a country ignorant. Although the decision to call the strike off came from the leaders of certain sections of industry, it was public opinion that determined the end, and your publications and others contributed in no small degree to that result.—W. A. ALLAN (Managing Director).

From Fenwick, Ltd.; the great Department Store of the North.

May we be allowed to add our hearty congratulations upon the splendid manner in which you have carried on during the last few days? From the advertiser's point of view, we appreciate that it is very valuable to hold on to the public good will. Also, as large storekeepers, the last week or so has shown what a lot of difference it would make to the trade of the country if newspapers and advertising were to disappear. We should say many of the large stores would find it impossible to carry on, as the public they could reach through their windows, and other modes of selling, would only pay a tithe of their expenses. With all good wishes.—Yours, etc., (For Fenwick, Ltd.) F. B. FENWICK (Director).

From Robson & Sons, Ltd.; Manufacturers of "Heirloom" Furniture.

Please allow us to offer your staff sincere congratulations for the splendid papers they contrived to give us each day during the past nine days. We all owe a debt of gratitude to them, and believe they have enhanced the reputation of the "North Mail" and "Evening Chronicle." Surely nothing adds greater to the confusion and disturbance of mind than a lack of authentic news during such a time of national crisis.—ROBT. ROBSON (Director).

From F. Beavan, Ltd.; General Drapers and Department Store.

Now that the great strike is, happily, at an end, we feel impelled to offer you our congratulations on your achievement in producing both morning and evening papers during those anxious days. Having some idea of the intense and complex organisation involved in the production of any newspaper, we can admire the energy, resourcefulness, and enterprise of your emergency staff in not only producing your own journals, but in coming to the aid of some prominent London publications.—M. BEAVAN (Director).

From Reid and Sons; Jewellers.

I congratulate you on the excellent papers you have produced during the strenuous times of the general strike. Your papers have achieved an outstanding high standard of well printed news, far superior to the great papers of the Metropolis. To issue morning, evening and Sunday editions, and to print the "Daily Graphic" and "Sunday Times" in addition to your local publications, with a very small staff, is a record of which you may well be proud to look back upon. Congratulations!—C. LEO REID (Director).

NEWCASTLE CHRONICLE LTD., WE

Publishers of the "Chronicle" group: "Evening Chronicle,"

Make History during Strike

say about great achievement

From H. Chapman & Co.; House Furnishers and Manufacturers of "Siesta" Furniture.

Now that the national strike has been settled, I feel that I must congratulate you on the splendid efforts you made during the strike to keep the public supplied with authentic news of its progress. When one considers that you were working with less than one-tenth of your normal staff, the fact that you were able to publish both morning and evening papers in addition to producing London papers, is all the more significant. Naturally, business suffered during the strike. The amazing thing was that there was any business at all; and I feel that what there was was largely due to the fact that you were able to provide the public with latest news, thus enabling it to keep a well-balanced mind, and to avoid any inclination to panic under what were intended to be panic conditions. Both the country and the business men of the country owe a deep debt of gratitude to all those papers that were able to provide such news; and we in Newcastle owe our debt to the "North Mail" and "Evening Chronicle" in particular for their splendid efforts during the time of national emergency.—NORMAN H. CHAPMAN (Managing Director).

From the Northern Goldsmiths Co.

We should like you to know how much we have appreciated your achievement in carrying on during the recent strike. As an advertiser, we realise what tremendous difficulties you and your very small staff must have had to overcome to supply the public with news each day. We hope that with the gradual return to normal conditions your papers will reap the benefit of their determination to give of their best during the great strike.—A. T. PETTINGER (Director).

From Andrew Reid & Co., Ltd., Printers and Publishers.

My sincere congratulations to you for the wonderful way you have been able to maintain the publication of your papers throughout the recent national calamity. It speaks well for your organisation and the spirit of at least some of your staff. Your efforts have put the great London newspapers in the shade.—KENNETH B. REID (Managing Director).

From the Silk Shop, Ltd.

I think we must all congratulate you for the wonderful publications you turned out during the great upset of last week. I have seen some of the very poor displays made by some of the other great daily papers of other provincial centres, and it made me feel very proud of the magnificent effort of the emergency staff of the Newcastle Chronicle, Ltd. I am glad to be able to start again our advertising campaign, which does so much for our business.—W. A. BREARLEY (Director).

From Thomas Hedley & Co., Ltd.; makers of "Fairy" Soaps, "Dyso," and other well-known Brands.

As fairly extensive advertisers in your publications, we would like to congratulate you on your success in maintaining the publication of all your papers during the recent strike. The fact that these papers were produced at all reflects great credit on your organisation, and the appearance of the papers, which was very much as usual, constitutes an extraordinary achievement, especially as the work must have been carried out, to a large extent, by volunteer labour. In addition to producing your own papers, we believe you were incidentally instrumental in giving very material assistance to other publications, and the mere fact of the wide distribution and dissemination of reliable and authentic news to the public must have had a considerable effect in bringing us successfully through our recent troubles.—W. T. CALDERWOOD, Managing Director.

ATE ROAD, NEWCASTLE-UPON-TYNE.

North Mail & Newcastle Daily Chronicle," "Sunday Sun," etc.



Hotel Knickerbocker
120-128 West 45th St.
*Just East of Broadway,
Times Square*
New York's Newest Hotel

A location unsurpassed. A few seconds to all leading shops and theatres. Away from the noise and bustle and still convenient to everything. Between Grand Central and Pennsylvania Terminals.

RATES
\$3 to \$6 per Day
400 Rooms—400 Baths



OLDHAM CHRONICLE
EVENING and WEEKLY
The Dominant Papers of
Oldham and District

**THE "MODEL" METHOD OF
ADVERTISING.**
PUBLICITY THAT PAYS.
**ALBRICO PAPIER MACHE
MODELS for WINDOW DISPLAY.**

As used by many of
the leading Advertisers.
Before making appropriations, Advertisers
are invited to send their requirements, when
sketches and quotations will be supplied.

ALBRICO CO. (NOTTM.), LTD.,
DAYBROOK, NOTTS.

Will C.O.D. Ruin Anyone?

By Thomas Russell

President of the Incorporated Society of Advertisement Consultants.

THERE is a kind of mystery about the sudden adoption of the Cash on Delivery system as an adjunct to Parcel Post. It has been talked of for at least 20 years. Once before it was seriously contemplated by the Post Office: the *Drapers' Record* claims to have been instrumental in killing the project. Its death proves to have been, like another famous decease, greatly exaggerated. Now that it has come into full operation, almost without warning, some traders who used to clamour for C.O.D. appear to find it something like those galvanic handles which used to be shown at fairs. When the yokel got hold of them he would have been glad to let go.

Whom will C.O.D. Help?

C.O.D. was expected to operate in favour of big traders and to be unfavourable to small shopkeepers. But London departmental shops have been working for mail-order trade ever since the popular metropolitan dailies first passed the million mark. They had to. They could not pay the space-rates with over-the-counter trade. At all events, this trade would cost them more than they were willing to contemplate. If mail-order competition could ruin small retailers they would have been ruined already. It is not the trouble of going for a postal order that prevents suburban and provincial housewives from using the mail-order system more extensively than they do. It is their preference for "shopping" in the American sense of the term: that is, for looking over a number of articles and comparing the offerings of different shops before they decide. There is also a good deal of feeling in favour of the kind of personal service that a neighbourhood shop gives; the friendly, human touch between customer and tradesman so deficient in the cold remoteness of mail-order. C.O.D. does nothing to bridge the gulf. For this, and other reasons, I do not think that this system as used by the departmental shops will ruin suburban and country retailers.

A Greater Danger

Some large retailers and departmental-shop men are becoming alarmed at the possibility of manufacturers and wholesalers finding in C.O.D. a means of going direct to the consumer. This is not very likely to be done, in my opinion, by existing firms, especially by those who sell to shopkeepers directly, and not through wholesale houses. Is a manufacturer with some thousands of accounts open likely to throw them overboard and start to rebuild his entire organisation for the sake of the retail profit and the

difference in overhead expense between a sales-organisation staffed by travellers, and a mail-order organisation staffed by clerks? I do not think so.

It is a great deal easier to imagine that manufacturers coming into the business for the first time might avail themselves of C.O.D. as a remedy for the inhospitable treatment commonly received in such circumstances. Retailers, large or small, whose attitude to a new product is not "What can I make by pushing this?" but "How long can I get along without it?" must not be surprised if C.O.D. is used against them. Particularly in the textile business, and most particularly of all those concerned with cotton and piece-goods, a mutton-headed illiberality is common to both wholesalers and retailers where advertised goods are concerned. The wholesale warehousemen quite commonly refuse to handle a branded article when newly introduced. Retailers are not much better. Neither have vision enough to see that what is branded can be advertised, and that what is advertised is bound to create new profits for them at someone else's expense. If C.O.D. has the effect of instilling a more generous spirit into the distributing trades it will prove, even for them, a blessing in disguise. The danger of it, if they refuse to learn, is appreciable. It will be especially felt by country shopkeepers, whose advertising is small if it exists at all. They have not the same prestige as the big departmental concerns. It is not so easy for them to counter the attack of C.O.D.

But I think it will be a long time before C.O.D. is likely to ruin anyone—unless it is people who go in for this kind of trading without either experience or advice.

Regent Club News

Sir Lawrence Weaver lectured to the Regent Advertising Club on Wednesday evening at Caxton Hall, on "Co-operative Advertising."

The annual general meeting has been postponed from June 2 until September.

The club's first summer ramble—which is to be different from any ramble ever organised—takes place on May 29, when a highly original and ambitious programme has been prepared by Mr. Gordon J. Redgrove.

Carnival Postponed

The Prince of Wales having agreed to the postponement of the 78th Anniversary Festival of the Royal Metal Trades' Pension and Benevolent Society, the proposed Carnival at the Palais de Danse, Hammersmith, for May 26, which was being organised by the *Hardware Trade Journal* in aid of the Society, has also been postponed until a later date in the year.



WE CARRIED ON.

The Sheffield Telegraph

YORKSHIRE'S
GREAT MORNING NEWSPAPER
"CARRIED ON"

THROUGHOUT THE STRIKE
WITHOUT CESSATION

TOGETHER WITH ITS EVENING ASSOCIATE

THE YORKSHIRE TELEGRAPH & STAR

THEY WILL CONTINUE

TO CARRY
YOUR MESSAGE TO THE
GREAT BUYING PUBLIC OF
YORKSHIRE,
DERBYSHIRE,
LINCOLNSHIRE &
NORTH NOTTS.



HEADQUARTERS:—
SHEFFIELD.

LONDON OFFICES:—
180, FLEET STREET, E.C.4.

MOTOR ADS.

25%

of the total amount of advertising in the "Alnwick and County Gazette and Guardian" for April 24th was motor announcements. This paper is the only one published in the county town of Alnwick, Northumberland, and covers efficiently a very wide and prosperous population.

For particulars and Rates apply,
Advertisement Manager,
Northern Press Limited,
SOUTH SHIELDS.

London Office: 185, Fleet Street, E.C.4.



CEPEA
Fabrics

PATON'S
Shoe Laces

DRI-PED
Super Leather

"BRITISH GAZETTE" STORIES

The Government Paper and
Mr. J. Murray Allison

ONE of the excitements in advertising circles during the period of the emergency was that caused by Mr. Allison's inquiry on behalf of the Government organ.

The conductors of the journal were anxious to explore the possibilities of selling a limited amount of advertising space, namely, one whole double column in all every day, in the *British Gazette*, at the rate of £5,000 per double column, or approximately £100 per single column inch.

Mr. Allison was requested by the authorities to ascertain advertising opinion with respect to this project, and in the course of 24 hours, notwithstanding the fact that several thousand pounds' worth of space was sold at this emergency rate, he was able to produce evidence that the idea of including advertisements in the *British Gazette* was not one which recommended itself to advertisers as a whole.

With this evidence of informed opinion before them, the officials decided to abandon the project.

Cost of "British Gazette"

Mr. Churchill, in the House of Commons, on Tuesday, referring to the cost of publishing the *British Gazette*, said that full information was not yet available. The gross cost would appear to be about £22,000, but if every copy issued were paid for there would be receipts of nearly the same amount. The receipts would, however, probably amount to about £14,000, and it would be safe to say that the total net cost would not be more than £10,000.

Mr. Churchill, in reply to a question, said:

"We decided not to accept any advertisements. I authorised the announcement to be inserted in the last issue of the *British Gazette* to the effect that the *Morning Post*, which had not been able to publish during the whole of the period of the strike, would resume publication at a penny. I take full responsibility for that."

Mr. Churchill and the Press

Mr. A. L. Woodhead, of Huddersfield, who as president of the Newspaper Society sent a telegram protesting against Mr. Churchill's statement that "in the twinkling of an eye the newspaper Press went completely out of action," has received the following reply from the Chancellor's secretary:—

"Mr. Churchill desires me to acknowledge the receipt of your telegram of today. His words to which you take exception were founded on a resolution which had just been passed by the Newspaper Proprietors' Association, and described the situation with which the Government believed itself to be confronted. He has seen with great admiration the successful efforts which have been made by so large a proportion of the provincial Press to carry on its business."

For Services Rendered

The *Daily Express* announced on May 14 that the directors proposed to elect Mr. S. W. H. Long to a seat on the board. Mr. Long was night superintendent on the *Daily Express*, after being a linotype operator for many years. When the strike broke out, Lord Beaverbrook lent him to the Government, and he composed the whole of the first two editions of the *British Gazette* on the linotype.

MACPHAIL
AD-SERVICE LTD.

EMBOSSED SHOWCARDS
for Shop Window Display,
Exhibition Stand or Pavilion.
One Card, One Dozen, One
Hundred or One Hundred
Thousand.

SAMPLE by return
post, in any colours

NAMEPLATES & SIGNS
in Untarnishable Bronze
with Lettering & HOUSE
DEVICE in White or in
Coloured Enamelling.

18 Sauchiehall Lane Off Renfield St.
GLASGOW

COPY-WRITER.

London Advertising Agency can offer a really capable Copy-writer a progressive position with a good commencing salary. Knowledge of display is essential. Write, giving brief details of qualifications, age, experience, and salary expected to Box 187, "Advertisers' Weekly," 66, Shoe Lane, E.C.4.



Do You Want This Greatest Reference Work on British Advertising?

No advertising man's working tools are complete without this important Work.

A handsome volume of 492 pages, size 8½ by 5½", on superior paper, handsomely bound in blue and gold. 4 books in one, 250,000 words; 12 complete Directory Sections, thousands of separate features; a Text-book of Advertising Developments and Events of the year; Market Survey and Research Tables; Full Official Report of the All-British Advertising Convention. Nine-tenths of the edition sold the first month—orly a few copies left.

Sign and post the coupon below now—no remittance required—and secure your copy by return.

"Advertiser's Weekly,"
66/67, Shoe Lane, London, E.C.4.

Please send me a copy of the ADVERTISER'S ANNUAL post free by return, and send me invoice at 17/6. (Remittance should accompany all orders from abroad.)

Name
Address



Liverpool's Biggest Success ADVERTISERS! Reap the Benefit!

On Monday, May 17th, the DAILY COURIER made its first appearance as a Picture Paper. Its success was instantaneous. The DAILY COURIER is booming. All Liverpool, all Lancashire, Cheshire, North Wales, and the neighbouring counties have acclaimed it. It is already firmly established as Liverpool's own Picture Paper. Day by day it gives, besides the world's news, a complete record of all social activities in the densely populated area mentioned above. It has a woman's page which makes it welcome in every home. It deals with all classes of sport. The DAILY COURIER'S success as a Picture Paper is the Advertiser's opportunity. Popular with every class of the community, the DAILY COURIER should be on every Advertiser's list.

Daily Courier

Now Booming in Picture Form

Book your space
IMMEDIATELY



For Advertisement Rates and space
available apply to Advertisement Dept.
DAILY COURIER, LIVERPOOL.
or
187, Fleet Street, LONDON, E.C.4.

**Osborne-
Peacock,
Co., Ltd.**

**Manchester
London
Glasgow
Paris**



This
**SYMBOL
IDENTIFIES OUR
SERVICE.**

oooooooooooooooo

FREE LANCE FASHION ARTIST

required to undertake substantial regular commissions for Catalogue Work in Wash—

DRESSES COSTUMES MILLINERY

ADVERTISER desires to negotiate with a front rank artist capable of maintaining a consistent standard of excellence, with reliability in delivering to a "comfortable" time schedule. Send letter only in first instance, stating "price per figure" to Box 190, The "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

oooooooooooooooo

TRY THE COUNTRY For Printing.

If you choose the Right Firm you get quality work and an attention to detail that you rarely find

ELPHICKS
BIGGLESWADE - Beds.

AIR TRANSPORT FOR BRITISH TRADE—(Cont. from p. 228).

The third reason for supporting air transport was that it was going to build up the aircraft industry. In the past their shipping industry had supported their trade, and their trade had supported the shipping industry. They had worked hand in hand and created the Empire that they had to-day. Air transport was going to help both.

Let them picture to themselves getting to Australia in ten or twelve days—the statesmen might go there, or the business man or someone for a joy ride. What was the result? Having got there, the statesman made some further arrangements for mutual co-operation between that great overseas dominion and themselves, the business man did a deal, the joy-rider made friends, and the result was more traffic for the shipping because they did not pretend to carry wool and coal and that kind of thing.

After that rather glowing picture he had been painting what was wrong with air transport, and why was it not doing much greater things than it was doing? Air transport was safe; he would guarantee it. It was reasonably reliable, but the trouble was that it would not pay. That was the trouble with the coal to-day. Air transport would not "and therefore had to be subsidised to keep it alive.

Aircraft Not Extravagant

Their task to-day was to produce aircraft which would earn their bread and butter without that artificial subsidy. With the technical developments, which were almost within their grasp, he could see that before very long they would be able to produce those aircraft. As an example they came up in a very small machine to Blackpool. That machine was actually only consuming 3.3 gallons of petrol an hour, and during that hour it flew 70 miles. That compared very favourably with most of their motor cars, and that principle could be developed and applied to bigger aircraft, so that aircraft were not going to be so extravagant in the future, but more or less reasonable propositions from the commercial point of view.

When they reached that point where air transport was going to pay depended, he thought, on the money they were able to spend on research, on technical development and experimental work. When it did pay, as it undoubtedly would, the demand throughout the world would be enormous.

If they were flying 14,000,000 miles now, when it would not pay, they would be flying fourteen hundred million miles when it did, and the result was that the aircraft construction industry would be very much on the same par as the ship-building industry was to-day in the world.

Ready for the Boom

It would get far beyond any possible requirements for anybody for a standing air force, and it was up to this country to see to it that they were right in at the beginning of that great boom, and were ready to supply the demand with the excellent goods they always had supplied the world in the past, just as they had supplied ships to the world in the past.

Unless they obtained their just proportion of that big aircraft trade, which was coming, and operated the numbers of aircraft which their wealth and importance in the world justified, they would drop into the position of a second class air

power. If they did that they might very well disintegrate the Empire altogether. That might seem a serious view to take, but he honestly believed it. The more he studied the problem, the more he believed it.

Public Demand

Aircraft wanted both advertisement and publicity. He understood they were somewhat different. In advertisement they told the truth, always told the truth. They told the public what they could honestly give them.

They had seen the very efficient pamphlet their organisation had circulated, which told them what they could give them. It did not really amount to much. Publicity was educating the public to demand more, and that was what they wanted the public to do. The education of the public was an important thing. Air transport was such an important subject in the Empire to-day that he felt it was the duty of every business man to make use of the small facilities they could give him and demand more. Another point about air transport, at all events in its present embryonic state, was that it did not strike, and if the trouble came on them within the next few days he thought air transport would show them what it could do. Unfortunately, it was so small that it could not affect the situation very much. There was a great future for air transport.

I.S.A.C. EXAMINATIONS.

Satisfactory Results of the March Tests

THE results of the recent examinations held by the Incorporated Society of Advertisement Consultants are announced as follows:—

INTERMEDIATE EXAMINATION.

MARCH 25, 1926.

Passed with Distinction : N. R. A. Biles, T. Spence.

Passed : T. A. Bennett, R. W. F. Britton, S. W. Goodey, G. N. Harwood, A. Hope, H. F. Holt, W. J. Marrable, F. W. Padbury, H. W. Pearson, J. F. Preston, C. Tommis, A. L. Wharton, F. N. V. Winckler, G. J. Woods.

FINAL EXAMINATION. MARCH 26, 1926.

Passed with Distinction : N. R. A. Biles, Miss M. L. Russell, G. J. Woods.

Passed : L. D. Ford, L. E. Lavis, L. W. McRae, H. F. Nalson, F. Padbury.

Splendid Newcastle Work

Not only were the *North Mail* and *Newcastle Chronicle*, *Evening Chronicle*, and *Sunday Sun* produced, without a break, in their usual style, but on no day during the strike was less than a quarter of a million papers printed. On Saturday, May 8, the total was well over 800,000. In addition, the emergency staff produced on Sunday, May 9, a very large edition of the *Sunday Times*, which was despatched to London by eight aeroplanes. Day after day, a four-page *Daily Graphic* was prepared and printed by the *Newcastle Chronicle* experts, and also sent South by air.

A mechanical staff, one-tenth its normal size, produced and printed in twelve nights 2,000,000 copies of a four-page *Northern Echo*. Each night 50 per cent. more copies were published than the normal nightly print of this paper.

"They come from all Parts of the World!
Enquiries first—then Orders. We doubt
whether there is a better medium than
the 'Strand Magazine' for bringing re-
sponsible enquiries for *Aquascutum* Coats
from the far-flung corners of the Empire."

Average monthly
nett sales for six
months ended
December, 1925
161,634

ADVERTISERS!!!
FOR
PROFITABLE
RESULTS
INVEST YOUR
MONEY IN THE
ADVERTISING
COLUMNS OF
The
STRAND
MAGAZINE

J.B.
Corsets

JACKSON'S
Hats and Shoes

LLOYD LOOM
Furniture



Advertising appropriations for Lancashire, Westmorland, and the West Riding of Yorkshire to be effective should include the "Lancaster Guardian" series:—

Lancaster Guardian.

West Yorkshire Pioneer

Morecambe Guardian

Barnoldswick & Carby Pioneer.

A Group of popular week-end newspapers covering a big industrial and agricultural area.

Rates on application to:—

169, Fleet Street, E.C.4.
GUARDIAN OFFICE, LANCASTER,
GUARDIAN OFFICE, MORECAMBE.
PIONEER OFFICE, SKIPTON.

The "Advertiser's Weekly" Emergency Bulletins

How they were Produced—Some Appreciations

THE ADVERTISER'S WEEKLY, in common with other periodicals, was faced with the difficulty of publishing an issue during the strike and thus keeping faith with its many readers.

With the aid of a volunteer staff, the ADVERTISER'S WEEKLY Emergency Bulletin No. 1 appeared on May 12. It was a six-page paper, quarto size, printed on buff paper. It was produced entirely on the Multigraph and was collated, stapled and dispatched by an emergency staff.

This paper gave all the latest news with regard to the Press and the strike, lists of newspapers and periodicals that were publishing in various forms, and items of strike news that concerned advertising men and women.

Part of the copy was obtained from the ADVERTISER'S WEEKLY wireless room, which was fitted up immediately the strike was announced, in order to be of service to our readers.

Moreover, a last minute edition—Emergency Bulletin No. 2—was published on Monday, giving the very latest news with regard to the Press, and announcing the terms of settlement concerning the London daily newspapers and the general printing trade. This edition consisted of a single foolscap sheet, printed on both sides,

produced in the same manner as the first Emergency Bulletin.

In addition to a large number of appreciations of the Bulletins received by telephone, we have had a batch of congratulatory letters, from which the following are extracts:—

Lewis's, Ltd., Liverpool.—" . . . I think it was very enterprising of you to publish an Emergency Bulletin, giving valuable information to advertisers during the present crisis, produced, I am certain, under very difficult circumstances."

Southern Daily Echo.—"I suggest that you should send a copy to the British Museum, as a souvenir of what London was able to do in the great crisis."

Blackpool Gazette and Herald.—"The Emergency Bulletin shows great enterprise on your part."

Spottiswoode, Ballantyne and Co., Ltd.—"The Emergency Bulletin is of very much interest."

White Star Line.—"Your Emergency Bulletin . . . has been perused with the greatest interest."

Mr. Surrey Dane, publicity manager of Odhams Press Ltd.: "Many congratulations on your Emergency Bulletin. I was surprised at the large amount of really useful information that it contained."



Anyone, if there is anyone, who ever doubted the public interest in news, has only to look at this picture of the distribution of the "Ediswan News Bulletin" during the strike to have his doubts removed

Mr. John G. King, Vice-President of the Newspaper Society, and Chairman of Greater London's Greater Press, says that eighteen of the twenty-one London suburban weeklies represented in Greater London's Greater Press were published during the strike. A large number of advertisers were quick to take advantage of the exceptional position; in fact, the demands for space were more than could be coped with.

Owing to the strike the next issue of *Nash's Magazine* is to be dated July-August, an enlarged holiday number, and will close on June 8 and be published July 8. The September issue will be published on or about August 12. The main object of combining the July and August issues is to avoid excessive delay in publication.

The *Sunday Express* achieved a triumph on Sunday, when 1,080,000 copies were published by a volunteer staff. Fifteen skilled executive men remained at their posts, and they were assisted by volunteers from the editorial, advertising and other departments.

During the strike period, the *Belfast Telegraph* carried almost normal advertising. In the nine issues from May 4 to May 13, advertisements totalled 18,420 square inches, out of a total space of 47,040 square inches.

The *Sunday School Chronicle* published on May 13 an eight-page emergency edition, carrying a good quantity of national advertising.

1,080,000

copies of last week's "Sunday Express" were produced by volunteers



(a busy scene in the packing room).

What the record strike issue of the "Sunday Express" means to advertisers—

LAST Sunday when all England was news-hungry the "Sunday Express" surmounted all difficulties of production and appeared as usual.

Not only was it published in the usual familiar size sheet, but more than a million copies were printed and sold! Moreover so eager was the public for news that copies were passed from hand to hand.

It is reasonable to believe that this great achievement will have gained for the "Sunday Express" many new readers who appreciated the enterprise and resource which gave them a newspaper when circumstances brought about the failure of so many other sources.

You are asked to consider seriously taking immediate advantage of the additional prestige gained by the "Sunday Express" and make your reservations for space in future issues as early as possible.

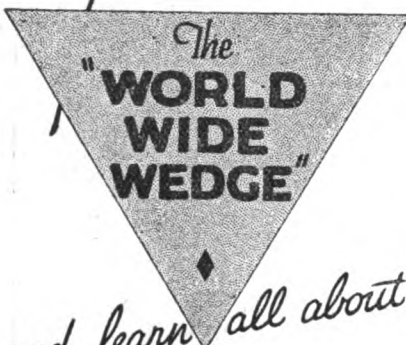
SUNDAY EXPRESS

LESLIE W. NEEDHAM, Advertisement Manager,
23, St. Bride Street, London, E.C.4.

The talk is all about -

OVERSEAS TRADE

Get a copy of



and learn all about

DORLAND International Activities



DORLAND AGENCY LTD.
Dorland House,
14 Regent S. S.W.

PARIS
NEW YORK
ATLANTIC CITY
BUENOS AIRES
RIO DE JANEIRO

Advertise— the Window Way

- ¶ Link up your Press advertising with the public by Window Displays.
- ¶ We design, manufacture, in Papier Mache or Plywood, complete displays and send them direct to your client.

R. R. Thompson, Ltd.
New Malden, Surrey.

TELEPHONE - MALDEN 0267.

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes
and Reports of Interest to
the Advertiser

LEGAL NEWS

Before the Recorder, Sir Ernest Wild, K.C. and a jury, in the Mayor's and City of London Court, Mr. A. V. Clayton, suing as the Henderson Press, 128, Fleet Street, E.C., brought an action against Freestone & Webb, Ltd., Brentfield Road, Willesden, car body manufacturers, for £33 15s. 6d. for printing blocks, and copies of a journal called the *Onlooker*.

Evidence was given by a representative of the plaintiff, that the defendants consented to allow the plaintiff to insert an editorial write-up in his paper free of cost, except the charges for the printing blocks used in illustrating the article. The agreed price was 2s. per square inch, and the write-up was duly inserted, but when plaintiff sent in his account, followed by a number of letters, no reply was received. When he issued a writ the defendants alleged that they had been induced to enter into the contract by fraudulent misrepresentations.

For the defendants evidence was given by Mr. Freestone and Mr. Webb, directors of the defendant company, to the effect that the representative of the plaintiff made incorrect statements as to the circulation and standing of the *Onlooker*, and but for those misrepresentations they would not have undertaken any obligation, or consented to the write-up.

In his address to the jury, the Recorder characterised the practice of advertisements which appeared in the guise of independent opinion of the paper printing them, as an abominable one, and added that the use of the editorial columns of a paper for such purposes was to "debauch and prostitute" journalism.

The jury without leaving the box returned a verdict for the plaintiff, and judgment was entered accordingly, with costs.

JOINT STOCK COMPANIES

At the expiration of three months from May 4 the names of the undermentioned companies will, unless cause is shown to the contrary, be struck off the Register, and the companies will be dissolved:—

Advertising Balloon and Novelty Co., Ltd.
American Publications, Ltd.
Arcadian Publishing Co., Ltd.
Berkeley Press, Ltd.
Brots', Ltd.
Northern Sporting Printing and Publishing Co., Ltd.
Profitable Advertising, Ltd.
Sales and Advertising Service, Ltd.
Sales Publicity, Ltd.
Wimbledon Advertiser, Ltd.

VOLUNTARY LIQUIDATIONS

(NOTE.—Voluntary liquidations may in some instances refer to companies in course of reconstruction.)

Automatic Printing Machines, Ltd. (in voluntary liquidation). Creditors of this company should send in their claims by June 11 to Mr. H. R. Reid, the liquidator, 43, Fetter Lane, E.C.4.

Business Telephone Directories, Ltd. A General Meeting of this company will be held at 25, Lawrence Lane, Cheap-side, E.C., on June 7, at 4 p.m., to hear the liquidator's report. Liquidator: H. Walters.

Classified Advts.

(Continued from page iii.)

Appointments Vacant

ARTIST and LAY-OUT MAN (20-25) wanted for Advertising Department of large manufacturing firm in West of England. Good opportunity for versatile black-and-white artist with ideas. Full particulars of age, qualifications and experience, also copies of testimonials to be sent to Box 194, "Advertiser's Weekly," 66, Shoe Lane, London, E.C.4.

ADVERTISEMENT MANAGER for Trade Journal required with thorough knowledge of Hosiery and Textile Trades. Must be capable interviewer, and previous experience necessary. Write, giving full particulars.—Box 193, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

GOOD LAY-OUT MAN wanted at once for Advertising Department of large West End Furnishing House. Apply by letter to Box 196, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

CIRCULATION MANAGER wanted for a high-grade, important monthly clothing-textile fashion trade magazine of international appeal. Publication is already firmly established in every important country throughout the world. Applicants qualifying for the position must have sound credentials testifying as to their previous experience, ability, etc., and be able to organise, supervise and appoint and handle subscription agents in all parts of the world. A thorough knowledge in the preparation of suitable sale and follow-up letters and handling of canvassers absolutely essential. Position offered affords immense opportunities for man with the capacity for work, initiative and energy. Replies, stating experience, age, credentials and salary required, etc., which will be treated in strict confidence, to Box 191, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

GOOD MAN wanted immediately to assist in compiling high-class catalogues for West End Furnishing House. Only those with first-class experience need apply to Box 198, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Agencies Wanted

ADVERTISING AGENCIES wanted to represent trade paper in Scotland, Sheffield, Newcastle-on-Tyne, Bradford, Leicester, Lincoln, Cardiff or Bristol.—Box 195, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Appointments Required

ASSISTANT ADVERTISEMENT MANAGER, first-class experience, lay-outs, copy, roughs, abundance of ideas, desires change with plenty of scope and responsibility. £350.—Write, H., 28, Netherthorpe Road, Twickenham.

IDEAS, COPY, LAY-OUTS.—Some knowledge of blocks and type-setting. Free-lance artist wishes to enter agency where above abilities will be of use. Moderate commencing salary.—Box 192, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.



LIVE Men and Women connected with ADVERTISING should undoubtedly join the

Publicity Club of London

President: The Right Hon. The Lord Mayor of London

Subscription: One Guinea per annum

Full particulars on application to the Hon. Secretary: The Publicity Club of London, 112, New Oxford Street, W.C.1. 'Phone: Museum 9583.

Specimen copy of the Club's Quarterly, "PUBLICITY," 2/6 post free.



GROWTH

GOOD HOUSEKEEPING

has reason to be proud of the progress it has made in the first four years of its existence.

June issue,	1922	carried	62	pages of advertising
"	"	1923	"	98 $\frac{1}{2}$ " " "
"	"	1924	"	98 $\frac{5}{6}$ " " "
"	"	1925	"	122 $\frac{2}{3}$ " " "
"	"	1926	carries	125 $\frac{1}{6}$ " " "

We have but one policy, and that is always to give the best we have, to get the best that others can produce, combining the two in a product that is always entertaining, always inspiring, always reliable—from cover to cover.

GOOD HOUSEKEEPING

153, QUEEN VICTORIA STREET, LONDON, E.C.

Advertisement Manager: C. R. FASTNEDGE.

NORTH OF ENGLAND OFFICE: 1, PRINCESS STREET, ALBERT SQUARE, MANCHESTER.

Monomark Address: B.C.M., Housekeeping.

FIELD SIGNS

should occupy a prominent place in your next scheme of Advertising, because it is the *most effective* and *cheapest* form of *outdoor Publicity* and as a constant reminder, used in conjunction with your Press Campaign, is unrivalled.



We hold Thousands of Solus Positions in all parts of the Country.

For complete schemes and estimates write :

T.W. Pottage & Son, Ltd.

**The Signworks.
Castlegate, York.**

Telegrams: "Signs, York." Telephone: 2705 York.

ALSO
ELECTRIC SIGNS

CURRENT ADVERTISING

Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

Osborne-Peacock Co., Ltd., have business in hand for high-class weeklies for a new line—Fanchon Shoes.

John Haddon & Co. have been booking a considerable amount of newspaper space for the Imperial Tobacco Co.

Lamson Agency, Ltd., are handling business for P. & O. Cruises.

Spottiswoode, Dixon & Hunting, Ltd., are again placing for State Express Cigarettes.

Lazenby, Ltd., have been booking space for Cardinal & Harford's Carpets.

Nash & Alexander, Ltd., have recommenced giving out for Alderton's Puff Paste.

Press Publications, Ltd., are renewing newspaper advertising for Sternal Motor Oils.

Samson Clark & Co., Ltd., have business in hand for Free Church Guild Holiday Tours.

T. B. Browne, Ltd., have increased advertising for Ashes of Roses Perfume.

Brandis-Davis Agency, Ltd., are again placing for Eastern Foam Vanishing Cream and Shaw Institute.

C. Vernon & Sons, Ltd., have business going out for Haymarket Stores and for Oatine.

Fredk. E. Potter, Ltd., have recommenced advertising for Ner-a-Car and for Culmak Shaving Soap.

D. J. Keymer & Co., Ltd., are handling a scheme for the Isovac Flask.

Muller, Blatchly & Co., Ltd., have commenced an appropriation for Chilprufe Socks for Children.

Dorland Agency, Ltd., have increased newspaper advertising for Rinex.

Woodwright Publicity Service, Ltd., are handling new business for K.L.G. Plugs.

W. J. Wilcox & Co. are now arranging new advertising for Sanitas.

G. Street & Co., Ltd. (Serle Street), have newspaper advertising on hand for Pitman's School.

Baynard Press have increased displays for Royal Mail Line Holiday Tours.

Herbert Greaves, Ltd. (Manchester), have again been placing in the provinces for Turnwright's Toffee De-Light.

Howat Service, Ltd. (Glasgow), are increasing general advertising for Castlebank Dyeworks.

J. Ball (Derby) has business in hand for Brown's Barley Kernels.

Pool's Advertising Service (City office) handled the Booth's Distillery annual report, and have commenced new appropriations for New-pin Soap, 4711 Eau de Cologne, Goppell Cliftonphone, the South-end Kursaal (Press and billposting), the Owner-Drivers' Club, Reville, McMichael (Wireless), and have in proposition an extensive scheme for Walker Brothers (Highlands Estate, Leigh).

Anglo-American Year Book

The *Anglo-American Year Book* for 1926 published by the American Chamber of Commerce in London, Inc., Aldwych House, Aldwych, London, W.C.2 (15s. net), is now published. Broadly, this book should appeal to all who are interested in Anglo-American life viewed from any angle.

It is of particular value to business men with Anglo-American connections, who will find the alphabetical commercial and classified directories containing some 7,000 names of principal firms and their agents engaged in Anglo-American trade invaluable for reference. All the directories in the book have been carefully revised, extended and brought up to date.

A LIMITED NUMBER of valuable and unique advertisement spaces are available in
GOVERNMENT PUBLICATIONS FORMS AND BOOKLETS.

Amongst those with specialised and highly influential circulations are:—

THE BOARD OF TRADE JOURNAL. (Among Merchants)
PASSPORT AND VISA REGULATIONS. (Among Tourists)
OVERSEAS TRADE REPORTS. (Among Exporters)
TELEPHONE DIRECTORIES.

(Throughout the whole business community)
Specimens and particulars of these and other Advertising spaces in Government issues from:

THE CONTROLLER
(Advertising Department),
H.M. STATIONERY OFFICE,
WESTMINSTER, S.W.1.

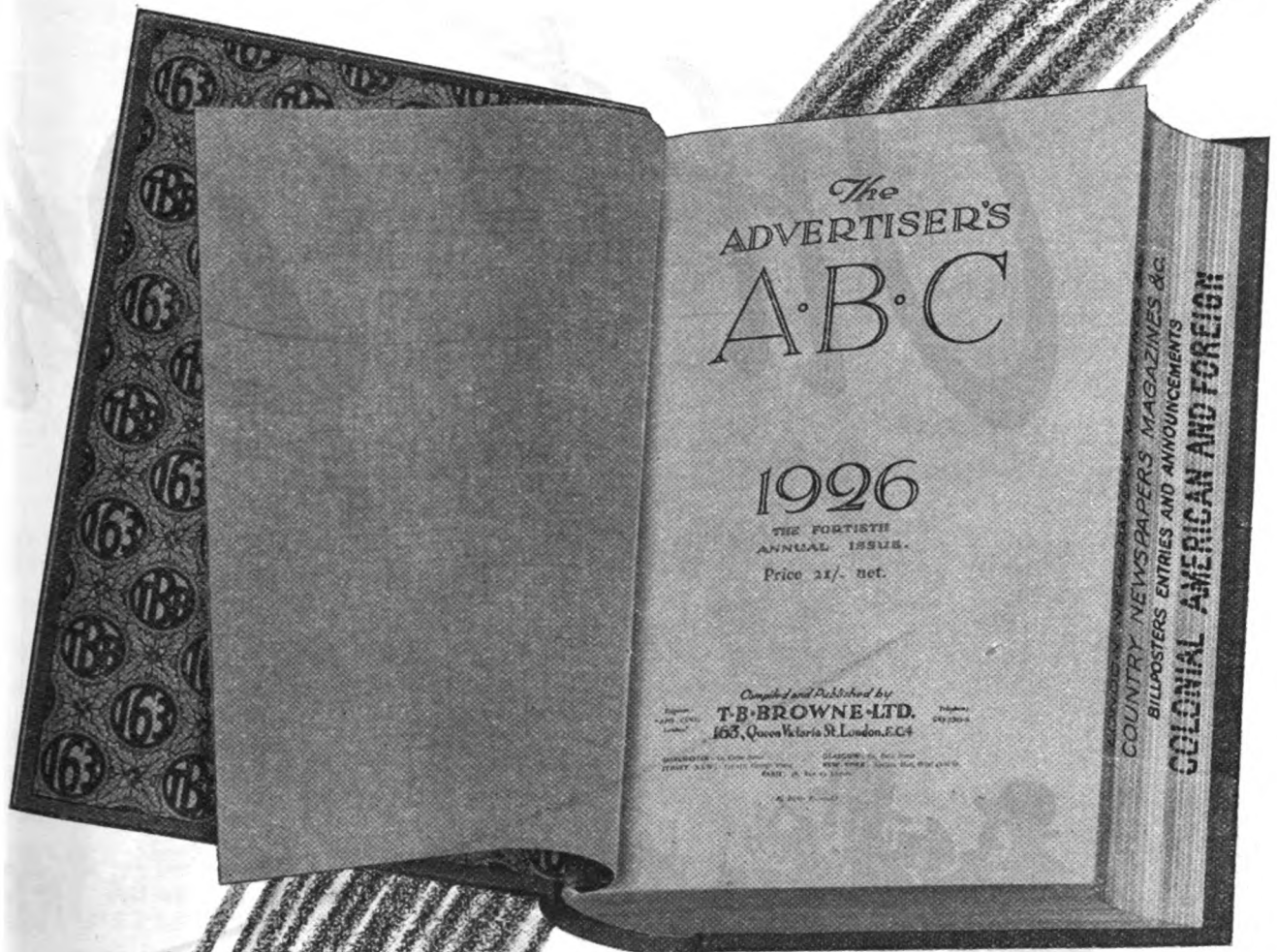
TOBLERONE
Chocolate

ELECTROLUX
The New Cleanness

REXINE
Leathercloth



Indispensable to Advertisers



THE ADVERTISER'S "A B C"

The Standard Press Directory of the World.

1926 Edition now ready.

Price **21/-** net.

The 40th Annual Edition.

A handsomely printed and bound volume of nearly 800 pages*

The "A B C" is not only a Directory of the World's Press, but also contains a mass of detailed information including advertising rates, circulation, reproduction of modern pictorial and letterpress advertisements, also exclusive articles of the highest practical interest and utility to manufacturers and business men generally.

Published by

T. B. BROWNE, LIMITED,
163, Queen Victoria Street, London, E.C.4.,
also at

New York. Sydney. Paris. Glasgow. and Manchester.

Off to Ph



Go by

Philadelphia

BERENGARIA

OFFICIAL SHIP OF THE DELEGATES

From Southampton - JUNE 12.

Arriving New York - JUNE 18.

RATES :

1st Class, from - £56

2nd Class, from - £31-10

3rd Class, Single - £20

Return - £34-10

TUSCANIA

PALATIAL NEW CABIN LINER

From Southampton - JUNE 5.

Arriving New York - JUNE 13.

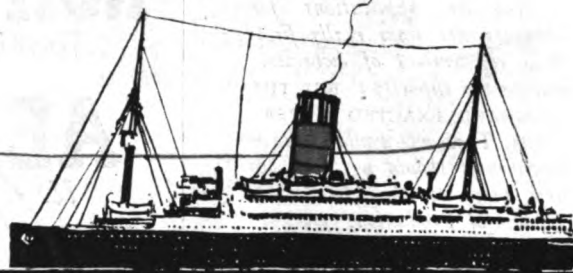
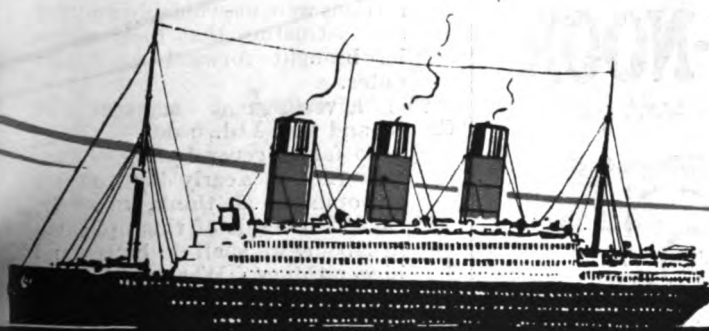
RATES :

Cabin - - - £31

Tourist 3rd Cabin

Single - £20-15

Return - £35



UNARD

UTOPIA!

FREE from industrial unrest—where contentment prevails and prosperity abounds—CEYLON.

THE revenue of this wealthy Island for the half-year ended March 31st exceeded the estimate of 52½ million rupees by 7½ millions, despite the fact that there is no income tax and only indirect taxation is levied.

THE spending departments are proving unable to dispose of the heavy votes of money included in the last Budget. *They are already 12 million rupees behindhand in their expenditure!* The imports of motor-cars and luxuries have been phenomenal.

CEYLON'S PROSPERITY IS YOUR OPPORTUNITY!

Consult the *Times of Ceylon*, the Island's newspaper, in reference to the many trade opportunities in Britain's premier Crown Colony.

THE TIMES OF CEYLON—ASK ANY ADVERTISING AGENT!

London Office:

Blackfriars House, New Bridge Street, E.C.4.

'Phone: CENTRAL 9564 (two lines).

To Copywriters



THE

LONDON PRESS EXCHANGE LTD

108-111 St. Martin's Lane, W.C.2, is always prepared to consider applications for appointments from really first-class copywriters of experience and proved capacity; BUT THE STANDARD EXACTED IS VERY HIGH. Those who would like to be interviewed should write in the first place to the Director in charge of Production, giving a brief account of their qualifications and stating at what time it would be convenient for them to call. No specimens of work should be sent.



CELANESE

Fabrics

KOH-I-NOOR

Tooth Brushes

AERTEX

Underwear



THE POST-STRIKE POSITION

—(Cont. from p. 236)

affected advertising in the slightest.

Mr. E. T. Nind, of C. Arthur Pearson, Ltd., said:—

All I can say at the moment is that we are rapidly approaching normality.

Mr. George Sparkes, of the *Graphic* and *Bystander*, said:—

Personally, I must say that I am finding business excellent. Advertisements are coming in very well indeed, and we are booking up a large amount of space for summer numbers. There seems to be a general desire on the part of advertisers to make up for the time lost during the strike.

Mr. W. E. Tomlin, of the *Daily Express*, said:—

The position at present is highly satisfactory, and the suspensions which rained in when the strike was declared are now being cancelled with equal rapidity. The space already booked and the new orders coming in justify my extreme optimism as to future prospects.

The *Daily Express* in the four-page editions produced by volunteers during the last three days of the strike carried more than a page of display advertising each day. On the first normal day of issue the columns of advertising space held over would have filled two further complete papers.

Mr. Leslie W. Needham, of the *Sunday Express*, said:—

The outlook is excellent. Advertisers have not been slow to recognise the initiative of the proprietors and the energetic efforts and enthusiasm of staff volunteers.

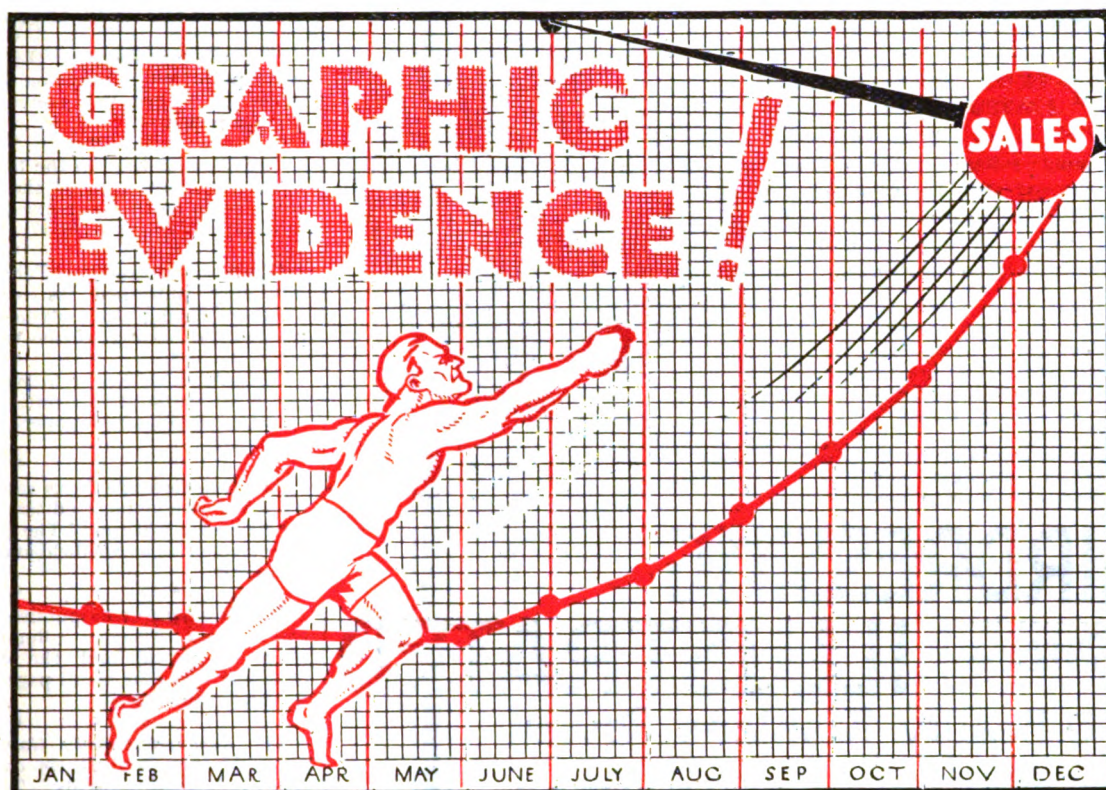
New bookings are coming in well, and advertisers whose insertions were unavoidably omitted are instructing that their orders be brought forward to future dates.

The advertisement manager of Cassell and Co., Ltd., said:—

So far as general prospects are concerned it is early days to form an opinion. I think, however, that as a result of this upheaval in labour, we shall do better and bigger things. What we want is a will to work on the part of everybody. If we achieve this, there is no doubt that trade will reach a greater prosperity.

Advertising generally fell away tremendously, of course, during the strike. Advertisers had too many problems themselves and had to cut their advertising in consequence.

We, however, have got back a great proportion of the business that was temporarily suspended and there is every indication that with improved production conditions, good will come in the immediate future.



set your sales / swinging!

From a Retailer to a Client — a National Advertiser who has made Film Publicity an integral part of his Advertising during the past 5 years:

"Will you be showing ——— and ——— (naming two of our Client's current films) in local cinemas? They most emphatically set sales swinging here before and there is no reason why they should not do so again."

Publicity Films Limited

(CONCESSIONNAIRES OF THE L.P.E. FILMS-SERVICE)

108-111, ST. MARTIN'S LANE, LONDON, W.C.2

Gerrard 8900 (10 lines)

SPACE THAT IS Worth double its price

HAIRDRESSING ILLUSTRATED deals authoritatively with the art of hairdressing and beauty culture — subjects that command the interest of every fashionable woman—and is ever growing more popular amongst a distinctly high-class clientele.

Hairdressing Illustrated with its many illustrations and up-to-the-minute articles is greatly anticipated by its wealthy readers every quarter.

For an intensive circulation amongst the well-to-do women use



HAIRDRESSING ILLUSTRATED & Beauty Fashions Review

Phone
CENTRAL 562

6d.—36 pages. Rates and Specimen Copy gladly sent, on request to :—
S. THROWER, 20, Imperial Buildings, Ludgate Circus, E.C.

PUBLICATION NOTES AND NEWS

Some Strike Items

The *Oldham Chronicle*, under extreme difficulties, published fine emergency editions on May 7, 10, 11 and 12.

The *Daily Courier*, Liverpool, on resumption of publication on Monday after the strike, was converted into a picture paper.

For the first time in the history of the paper, the front page of the *Daily Telegraph* on Monday last carried a full page of displayed announcements.

The Aberavon and Port Talbot *Guardian* not only published its usual weekly number during the strike, but also printed an evening edition each day.

The *Devon & Exeter Gazette*, with the aid of a loyal staff who refused to strike, maintained full-sized papers throughout the crisis.

The *Gainsborough News* came out with its usual twelve-page edition containing all its usual features. The papers were delivered as far as Sheffield and Doncaster by motor.

The *Whitby Gazette* published issues of eight pages of seven columns (normal issue 12 pages), and the *Scarborough Standard* was four small pages and eight full ones respectively.

The *Somerset County Gazette*, *Bridgewater Mercury* and *Devon and Somerset News* published normally. The *Workshop Guardian* appeared as usual each week, and the *Leicester Mercury* brought out normal editions.

The *Fulham Gazette*, during the first week of the strike, published several special daily editions. The usual weekly *Gazette* was published, after much difficulty, with the aid of two apprentices.

The *Scotsman* succeeded in maintaining an uninterrupted normal issue and a complete service of news during the strike. In an article on May 13 some interesting stories were told of difficulties encountered in distribution.

The *Jewish Graphic* published emergency bulletins during the strike. These consisted of eight duplicated pages. The first page of the May 14 issue contained reproductions of Royal and Government letters of appreciation of the bulletin.

The Dover and County Chronicle Co., Ltd., published the first daily strike newspaper in Dover and Kent, commencing with the *Dover Telegraph*, on May 4. They also published the only Sunday paper in Dover and Kent during the strike, the *Dover Chronicle*, on May 9. This was the first paper ever issued in Dover on a Sunday. The Sunday issue was turned out on a duplicator.

Fife Papers Publish

The *Fife Herald and Journal*, *Fife News* and *St. Andrews Citizen* issued a strike edition of their three papers at once. When the strike was called, the issue was printed and half folded. The editorial and administrative staff then undertook the dispatch. A powerful wireless receiver was installed and news bulletins were exhibited in the windows of the two stationery warehouses of the company.

if your business has world-wide ramifications

we can help.

if you have the right goods in a suburban side street

we will help.

art or copy—or both. in Britain or abroad—or both; we can act or advise—or both.

scientific publicity
(advertising service)

(prop: w. dagg)

“observer” chambers,
huddersfield.

telephone huddersfield two nine one six

"The world is a small place indeed to a woman with a home; and the world's people are non-entities if she has a family."



The chief buyer in every home

is the Housewife. Husbands and Fathers are the money-earners, but the Wives and Mothers are the Buyers.

60,000 of these Chief Buyers are appreciative and regular readers of the admirable Family and Housekeeping advice and information in

The Woman's Magazine



used by the most successful Advertisers of Family and Household Requirements of All Kinds—such as Furniture—Furnishings—Fabrics—Dress Wear—Underwear—Hosiery—Footwear—Toilet and Beauty Requisites—Baby Needs—Needlework and Knitting Supplies—Toffees—Chocolates—Perfumes—Books, etc.—in fact, everything for Woman and the Home and Family, including Young Women thinking of a home of their own.

Once an Advertiser always an Advertiser in *The Woman's Magazine*—because it pays to Advertise to its keenly interested readers.

Write for full advertisement particulars to—

Mr. CHARLES ARNOLD

Advertisement Manager,

4, BOUVERIE STREET, LONDON, E.C.4.

'Phone : Central 8428-8429.

Wires : "Tractsflect, London."

PRINTING AT BLACKPOOL— (cont. from p. 287)

give direction to the appetite of the viewer; at the bottom of the sheet is a reproduction of the tin with its distinctive label. Of course it has been done often enough before—more advertisers like their labels incorporated in the advertisement, but it is here done very neatly.

Spottiswoode, Ballantyne and Co., Ltd., sent, among other examples, two brochures, one for the New Health Society, the other one of those delightful "Commentaries" of Messrs. Fortnum and Mason. It was noteworthy how these two subjects, so widely different in character, were each given an appropriate dress by the printer.

Three-Colour Work

Some admirable printing for advertising purposes was shown by Stott Brothers, Ltd., of Halifax. In addition to some beautiful three-colour work for Paton and Baldwins, Riley Brothers, Ltd., and other well-known advertisers, there were some cleverly-thought-out pamphlets, blotters, and so forth, the copy of which was written up in a very attractive and business-like style.

Reference has been made above to lino-cut posters shown in the exhibition. These were printed by Messrs. Langley and Son, of the Euston Press, which was also represented by other classes of printing, for the R.M.S.P. Company, the British Empire Exhibition, and others.

Percy Lund, Humphries and Co., Ltd., of the Country Press, Bradford, had on view some very beautiful specimens of their workmanship, though much of it could hardly be said to be advertising,

except that it was an excellent advertisement for the printers themselves. There were Christmas cards designed by Mr. Albert Rutherford, Mrs. Raverat, Randolph Schwabe, and other well-known artists, and other non-commercial work. There were also some admirable show cards for Saxone shoes and for opticians. Lately opticians, or, as they now call themselves, refractionists, have been using show window cards of American origin, usually photographic reproductions. Apart from the fact that the faces are often of an obviously non-British type, and therefore, it may be supposed, less appealing to a British public, the ideas behind them are often of a rather sensational kind, unlikely to be so effective here as across the Atlantic. These show cards printed at the Country Press, however—I do not know who is responsible for the copy—are calculated to make a strong appeal to an English audience. The same firm also exhibited some bale labels, signed "Hagedorn," who very frankly acknowledges his acquaintance with that remarkably fine series of label designs several years ago for Messrs. Steinthal by Mr. E. McKnight Kauffer.

Work of McKnight Kauffer

It is rather curious that this year Mr. Kauffer himself should not be represented at all except by his delightful calendar for T. B. Browne, Ltd., in which a van bearing an advertisement is shown with a series of famous London buildings as background.

Two commercial photographic studios were exhibitors. Wormald Commercial Illustrations, of Richmond, showed a number of photographs of posed figures which suggested adaptation for use as Press advertisements, and so forth.

Lilywhite, Ltd., of Halifax, sent photographs of machinery and furniture already prepared for reproduction as half-tones.

A weakness of the exhibition was that very few advertising agents were represented. An exhibition of this kind gives them a good opportunity of demonstrating an important part of the services they can render to traders, but very few took it.

However, there was a sheaf of bright ideas by C. Vernon and Sons, Ltd., for the Press advertising of Elliman's embrocation and other products, and attractive displays by Paul E. Derrick and the London Press Exchange. The Carlton Studios showed some interesting designs for copy, the setting and layouts being by C. and E. Layton.

It has been explained above that the exhibition was organised by the Federation of Master Printers. The task of arranging the exhibits—no easy one, for they numbered more than three hundred and the gallery is a small one—was carried out chiefly by Mr. Alfred Langley, the chairman of the Advertising Committee of the Federation, and Mr. George Falkner.

A Good Reason

Messrs. Thos. Forman & Sons, Nottingham, in sending to their friends a very handsome calendar, point out that, while April is an unusual month in which to send calendars, their production in this month helped to maintain employment.

Beauty on L.N.E.R.

A beautiful book has been produced by the L.N.E.R., dealing with the chief towns of interest on the line. The book is printed on good quality art paper, and on each page is reproduced in colour one of the company's famous posters.

TO ADVERTISERS.

NO SCHEME IS COMPLETE WITHOUT AN APPEAL TO THE RAILWAY TRAVELLING PUBLIC

We directly control 2,000 Stations on the
Great Western, Great Central and other lines.

Let us know your requirements and we will quote for space

ENAMEL PLATES, POSTERS, PAINTED BOARDS, GLAZED FRAMES, Etc.

Telephone:
Holborn 6810.

WYMAN & SONS, LTD.,
Railway Advertising Department,
FETTER LANE, —E.C.4

Telegrams:
"WYMANADS,
LONDON."

Consider the Claims of the Specialised Press!



The Group of SPECIALISED PUBLICATIONS of ILIFFE & SONS LTD.

THE AUTOCAR.

The acknowledged leader of the automobile press. Covers the whole field of motoring, and embraces all types of cars. Has a larger circulation than any other journal of its kind, and is the recognised best medium for reaching the British motoring public. Weekly.

THE MOTOR CYCLE.

The Motor Cyclist's Newspaper. Enjoys the distinction of being the most widely circulated specialised journal in the world. Its advertising pages are the market place of the motor-cycling community. Weekly.

MOTOR TRANSPORT.

A practical, well-illustrated journal for all interested in mechanical road transport. Deals with all types of industrial and utility vehicles, their maintenance, operation, and control. Read by business men connected with all branches of trade and commerce. Weekly.

THE AUTOMOBILE ENGINEER.

A technical journal devoted to the theory and practice of automobile and aircraft production, and the development of modern repetition engineering. Issued in the interests of designers, draughtsmen, manufacturers, managers, and heads of departments. Monthly.

MOTOR BODY BUILDING AND VEHICLE CONSTRUCTION.

An old-established trade journal published in the interests of automobile manufacturers, motor body builders, garage proprietors, and motor repairers. The recognised authority on British coachwork. Monthly.

THE AMATEUR PHOTOGRAPHER.

A very fully illustrated weekly journal catering for all classes of camera users. Recognised as the most productive medium for reaching the British photographic field. Weekly.

MODERN SCIENCE.

A magazine of progress, invention and discovery, dealing with current developments and achievements. An excellent medium for reaching a select and cultured public. Monthly.

THE WIRELESS WORLD.

The oldest-established radio journal—the most interesting, the most original, and the most reliable. It deals with all wireless matters, caters for all interests, and gives the earliest news of all radio developments. Weekly.

EXPERIMENTAL WIRELESS.

A magazine devoted to the interests of advanced amateur workers, experimenters, and wireless engineers. It contains technical and scientific information relating to every aspect of wireless experiment and research. Monthly.

ICE AND COLD STORAGE.

The oldest and largest British journal devoted to the ice-making, cold storage, and the refrigerating industry. Its readers include executives connected with cold stores, ice factories, hop stores, public abattoirs, breweries, etc. Monthly.

Each the Leader in its own Field

A specimen copy of any of these journals will be sent on request, together with advertising tariff and any further information required.

The Advertisement Manager:

ILIFFE & SONS LIMITED
Dorset House, Tudor Street, London, E.C.4

TELEPHONE: CITY 2847 (13 LINES).

LONDON

BIRMINGHAM

COVENTRY

MANCHESTER

The Evening Bulletin—Philadelphia welcomes British Manufacturers 22nd Annual Convention of the Association



Aero Service Corp. of Philadelphia

THE HEART OF PHILADELPHIA

The photograph shows the centre of Philadelphia and the many skyscrapers that house its business and professional firms. The large tower in the centre is the City Hall and around it radiate the retail and commercial activities of the Third Largest City in America.

Finding New Markets for British Made Goods.

A good start to getting increased outlets for British Made goods is to advertise them over-seas in communities that are most receptive.

Philadelphia, the third largest market in America, is, perhaps, the best city in which to begin an advertising campaign for any English article.

Most of its 2,000,000 population is of English descent, in fact the city was founded and laid out by a great Englishman, William Penn, who called it "the City of Brotherly Love."

Nearly 8,000,000 people live within an 80-mile radius of Philadelphia of which it is the trading centre, influencing the other great American markets to the South and West.

British steamers make regular sailings to and from the Port of Philadelphia, and it is possible for the British merchant to ship his goods here without transfer en route.



Convention Headquarters are in the Bulletin Buildings, and British Delegates are invited to make this newspaper their Headquarters. The staff of the Bulletin's advertising department will gladly give British delegates first-hand information regarding the Philadelphia market.

Foremost Newspaper and Advertisers to attend the Advertising Clubs of the World at Philadelphia



Aero Service Corp. of Philadelphia

WHERE THE A. A. C. W. CONVENTION WILL BE HELD.

In the lower left foreground may be found the group of buildings of the University of Pennsylvania where the proceedings will take place. Franklin Field, the vast stadium shown in the centre, seats 80,000 persons. In the upper left is the business portion of Philadelphia, and across the top is the Delaware River and the city of Camden.

Fresh Ideas and Viewpoints at Philadelphia.

The Convention of the Associated Advertising Clubs of the World is to be held at Philadelphia, June 19 to 24, 1926, and offers an excellent opportunity to the British business man to visit America and mingle with the keenest minds who will there assemble to discuss and formulate plans for business expansion.

Delegates from all the world, as well as from all sections of the United States and Canada will give and get new ideas, fresh viewpoints, valuable plans and suggestions for utilising advertising in creating, holding and serving world markets.

The deliberations of the Convention will be held in the buildings of the University of Pennsylvania, while the 8,000 manufacturing plants and 55,000 wholesale and retail business establishments of Philadelphia will also provide ample opportunity for the studying of American business places and methods.

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in the United States.

524,662
copies a day.

"In Philadelphia nearly everybody reads The Bulletin"

'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a
superb delicacy, the
result of a matchless
blend of the finest
Virginia Tobacco

10 for 10^d | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1 P4

SLATE MANUFACTURERS TO ADVERTISE

Extended Scheme to Commence
Shortly

THE WEEKLY is able to announce another addition to the list of Associations using advertising to market their products. Following upon a discussion of the project at Birmingham recently, the Association of Slate Manufacturers decided unanimously to embark upon an extended advertising scheme in "home" media to encourage the installation of mantelpieces in newly built houses. Hitherto the manufacturers of what may be termed "basic" articles for housing schemes have shown a tendency to be altogether too conservative, and the decision of the Slate Manufacturers' Association is therefore the more welcome.

A trade name is being devised under which the products of members of the Association will be marketed co-operatively, and high-class designs with sound descriptive copy will be used. Following a belief in the cumulative benefit of long-distance advertising the scheme will run for an extended period.

The business has been placed in the hands of Morisons' Advertising Agency (Hull), Ltd., who also handle the accounts of several other Associated advertisers.

WORLD ADVERTISING TOUR

Mr. Frank Goldberg's Visit to London

MR. FRANK GOLDBERG, governing director of the Goldberg Advertising Agency, Ltd., which has branches in New Zealand, Australia and London, is due to arrive in London on about May 26. He is making a world tour of the big markets and expects to be in England for four or five months.

In view of the fact that, in order to keep New Zealand publicity up to the same standard as demanded in every country, it is necessary to be thoroughly conversant with English, American and foreign sales policy, Mr. Goldberg is so arranging his tour that he may have a considerable time in each of the world's greatest commercial centres. In these places he will be able to collect first-hand data that will prove of immense value to New Zealand advertisers and business men alike.

Mr. Goldberg is coming to England not only to gain experience in the English advertising world but also to consolidate the London office of the firm.

It is Mr. Goldberg's intention to dispel the idea overseas that New Zealand is a country in which business and advertising are still in their infancy. To accomplish this he has been granted by the Publicity Office propaganda that will help him to convince business men in England, the United States, and the Continent that New Zealand is a lucrative field for goods that are really wanted.

A Hull Achievement

The Hull Evening News recently published an excellent eight-page Fashion Supplement. The front page was specially designed, and the succeeding pages gave details of the latest ideas in the realm of fashions for men, women and children, with seasonable suggestions for enhancing the home. The pages were well illustrated and contained a good proportion of advertising.

QUICKER SELLING ~ IS ~ CHEAPER SELLING

SOUND advertising speeds up sales and keeps down selling costs. Proof is found in the balance sheets of big advertisers, and in the modest retail prices of their products.

The Curtis Agency advises on advertising, and carries campaigns to a successful issue. It comprises technical and sales experts, artists and writers of repute; it regularly assists many well-known firms to sell by the cheapest possible method.

Producers and Distributors needing quicker sales are invited to arrange an interview.

Telephone : MUSEUM 3511-2-3.

THE CURTIS AGENCY LTD
Complete Service for Advertisers
102-4 New Oxford Street W.1

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES
150,000 daily

London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

Overseas Advertising

Over 30 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,

36-38, Whitefriars Street, E.C.4.

Telephones: Central 8877

Telegrams Remyek, London.

Liverpool's Big Three.

(Covering Liverpool and Merseyside districts,
South and West Lancashire, Cheshire, Shrop-
shire and North Wales.)

MORNING:

LIVERPOOL DAILY POST,
*the recognised business and professional
morning paper.*

EVENING:

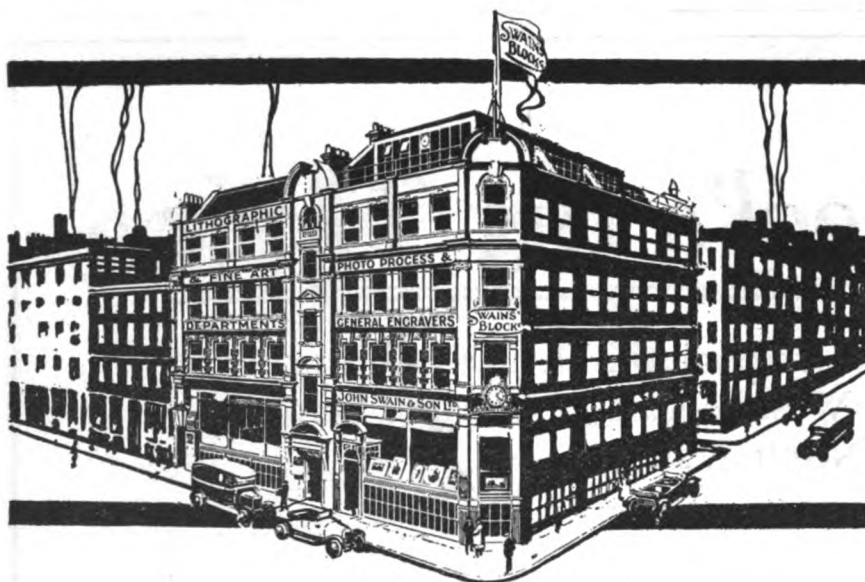
LIVERPOOL ECHO,
*the greatest evening paper advertising
medium in the kingdom.*

WEEKLY:

WEEKLY POST,
*the favourite family paper in its area,
extending from the Solway to the Severn.*

NOTE:

NET SALES OF EACH PAPER AGAIN SHEW
INCREASES THIS YEAR OVER 1925.



Realisation

of the value of illustrations
in all forms of Advertising
is confirmed by the use of
the Best Designs and the
Best Blocks—Half-tone, Line,
Wood-engravings, Electros,
Stereos—all of which are
obtainable from

JOHN SWAIN & SON, LIMITED
89-92 SHOE LANE, LONDON, E.C. 4

GLASGOW - 332 Argyll St.
MANCHESTER 10 New Brown St.
Telephone: CENTRAL 9333 (5 lines).

Works: BARNET BRISTOL 43 Broad St.
PARIS - 34 Bd des Italiens
Telegrams: "ISOCHROMATIC, LONDON."

Also specialising in Swaingravure and Offset-litho

CONNOLLY

THE
MOTOR
ARTIST

Technical accuracy—forceful, vital
figures—line, wash or colour, and
NOTE THIS — finely re-touched
finish for Catalogues, etc.

4, Russell Chambers,
H. Connolly Bury Street,
LONDON, W.C.1.
Telephone: Museum 3889.

FAIR PLAY FOR THE SALESMAN

To the Editor.

SIR,—In the ADVERTISER'S WEEKLY of April 16 Mr. Stuart A. Hirst has an article entitled "Yorkshire Rallies to Blackpool." In the course of it, he has some very congratulatory remarks for the members of the Manchester Publicity Club, and no doubt these will be read with pleasure by the members. On the other hand, many will most emphatically disagree with his remarks about the British salesman.

What grounds has Mr. Hirst for saying that "as a race we are still inferior as salesmen." Where is his evidence? The statement is unsubstantiated. Others, quite recently, have hopelessly failed to justify this very same phrase, which must incidentally have been coined ages ago. The alleged inferiority of the British salesman is comparable with that hardy annual "German Measles," in that it appears every spring.

Whilst waiting for his facts, I should like to point out an instance of British salesmanship doing more than any foreign competitor with the same backing. This instance is the motor trade. Can anyone doubt but that the achievements of the Morris Motor Company, the Clyno Company, and the Austin Company, are beyond anything ever dreamed of by, shall we say, our American friends. These companies, in the face of the most severe competition both abroad and at home have provided more brilliant examples of salesmanship than any which can be found elsewhere. I do not wish to say that the success of these three companies is due entirely to salesmanship, but I do think that the selling ability displayed ought to get its share of praise for these achievements.

There are three causes for the success of these companies, namely, good products, good advertising and good salesmanship. The percentage of praise could be evenly divided over the three.

As a further example, I should like to state that during the year 1924, a certain engineering firm, manufacturing a specialised article, approached my company to help them with ideas for increasing their sales in Spain, the Argentine and various other countries. We produced for them a very handsome catalogue which cost somewhere about 10s. per copy on a 4,000 order. The results of this have been that the salesmen in these countries secured orders in 1925 in excess of the total received during the three previous years. The salesmen who secured these orders are the very men who were on the ground during the three lean years. It must be obvious that the strong introduction afforded by the catalogue was a prominent factor in the result achieved.

In his reference to the British salesman, I think Mr. Hirst is starting at the wrong end. Unless the salesman can get the necessary backing in the way of advertising and a first-class product, how can he be expected to get results?

J. KEARNS.

The Cloister Press, Ltd.,
Heaton Mersey,
Manchester.

[Letters signed only with a monomark are treated as anonymous communications and will not be published. All letters for publication must be accompanied by the name and address of the sender, but these will only be published with the consent of the sender.]

STRIKE ITEMS FROM NEAR AND FAR

"Daily Express" Run

On the last night of abnormal conditions, the volunteer workers producing the *Daily Express* turned out a run of 1,035,450 copies of the issue of May 17.

Comps. Who Came Back

No sooner was it rumoured that the continued publication of the *Sheffield Daily Telegraph* was jeopardised than the management were inundated with enthusiastic offers of service. The board room was turned into a dormitory, and beds were hurriedly introduced. The foremen of all departments stuck to their work. Moreover, at the usual hour a score of compositors put in an appearance, and on the assurance that they would have ample protection these men went on with their work loyally. The daily output of the morning and evening papers was 300,000 copies.

Thanks to Newspaper

The Emergency Committee of the Dudley Town Council, at their last meeting, passed a resolution thanking the *Dudley Herald* for the manner in which they had co-operated to secure reliable news being given throughout the district. The Company in addition to their usual weekly newspapers issued daily bulletins.

No Charge for Advertisements

John Bull announces that no charge is being made for advertisements appearing in the issue of May 8, since this number had an incomplete distribution, and only a portion of the run was printed. By arrangement, these advertisements have been included in the issue dated May 22, the first published after the strike.

A Striking Bill

Messrs. Fenwick, Ltd., the Newcastle store, at the conclusion of the strike, used a bill in the local tramcars, reading, "Glad to be going to Fenwick's again!"

Direct to the Retailers

The May issue of *Motor Sport* was published in normal form, under great difficulties, during the strike. It was delivered direct to the newsagents on account of the wholesalers' strike.

"Daily Dispatch" Editions

The *Daily Dispatch* appeared on May 4, but on May 5 it was produced on a multigraph, and 20,000 sheets were circulated. On May 6 a two-page newspaper printed on one side of a sheet ran into a circulation of 38,000. On May 7 a similar edition numbering 75,000, was produced, and on Monday, May 10, an edition of 150,000 was printed and widely circulated.

New Bi-Weekly Edition

The *Blackpool Times*, in addition to bringing out an issue of two-thirds the ordinary size, also commenced a bi-weekly edition this week. This was such a success that it has been decided to publish these editions regularly in future on Tuesdays and Fridays.

"Allied" News

"*Allied News*", a special bulletin issued on May 12 by the advertisement department of the Allied Newspapers, Ltd., and the Allied Northern Newspapers, Ltd., gave details of how some of the important "Allied" newspapers came out during the strike. The bulletin was edited by Mr. Murray Allison, and interesting stories were told of the emergency editions produced in various centres.

The Port of London Authority's arrangements for a visit of inspection to the London Docks on Monday, May 31, will be carried out as originally intended.

South Africa

provides abundant opportunities for those desiring to expand their market and develop export trade.

The mass of people spread over this vast and rich territory are prospective buyers of all ordinary personal and commercial goods.

One's interests in the marketing of goods in South Africa are best served by newspaper advertising.

The Farmer's Weekly

is the most widely known paper published in South Africa.

Its circulation is larger than all other South African agricultural papers combined, including Government publications, and it covers the whole of the Union of Rhodesia.

The Farmer's Weekly gives a wealth of publicity which is unique because of its outstanding value.

Ask for Specimen Copy

Fuller information on application to
ARGUS SOUTH AFRICAN NEWSPAPERS LTD.
72 FLEET STREET - - - LONDON, E.C.4.

Simple Blotters Serve to Build up a Congregation

Volunteer Lads' Brigade that Keeps the Church continually before a City—Publicity at £1 a thousand

By Felix J. Koch

CHURCHES and their Sunday schools, very nearly the entire English-speaking world around now, have discovered that it pays to advertise! No matter how large and successful a church and its Sabbath-school may be, each may attain to greater strength still by spreading the word of its doings before the local world there, and also where this may reach the passing stranger just then within reach of its doors.

Newspapers, entertainment programmes, placards, even billboards, are being employed by the churches to such ends really everywhere.

Quite as successful, and certainly infinitely less expensive, is the medium employed by a large church of the American Mid-West, the First Presbyterian of Cincinnati, located at the city's business heart.

This church has a local printer obtain, and then print for it ordinary desk-blotters, a light yellow, with a dark blue imprint; three-and-a-half inches, top to bottom; ten inches across.

The imprint, for the benefit of those who would duplicate with their own churches, appears on next page.

The blotters, inclusive of the printing, cost the church twenty-two dollars per five thousand, the quantity prepared at one time.

Anyone who drops into the church, perhaps at random, seeking some place of worship near by, finds at the rear of the actual church-room, to one side of the main aisle, a neat wooden stand, or oblong table; its top sectioned into so many trays. Some of them hold leaflets about current church activities, and the last section is filled with the blotters, with a pleasantly-worded invitation, bidding all who come to help themselves. The more blotters used, the more to bring their message.

But distribution of the blotters at the church door thus is not the only means of circularising. One of the young men of the Sunday school was at one time a newsboy, and understands the value of delivering at the door. Calling for volunteers among the older boys, he organised a dis-

tributor corps. These boys work after school on five days, and much of Saturday as well.

The down-town section is divided arbitrarily into blocks, or districts, numbered one, two, three, and so on. The boys take position alphabetically, Adams, Baker, Cartwright, Davis, thus along. In this position they draw numbers from a bag; the number indicates the section of city they will serve.

Each boy carries from the church to some drug store, or other convenient deposit point in his district, as many blotters as he can bear. Taking a generous helping from this, then, he proceeds down one side of the major business street, stopping in at every store, and slipping squarely back to its office; visiting every upper floor office there.

At each such place the boy presents a blotter to everyone at any desk there, and to any other person who is willing to accept one. The more blotters used,—recall again, please—the more advertisement for the church.

People keep, and use, these blotters, as they hardly would printed advertising matter of other kind. Using the blotter, they meet its message; often, too, they place the blotter where the message reaches many other passers beside.

Having completed one side of that main street, business end to end, the boy crosses and does the other side. Some other day he does the next street and the next.

The
Belfast Telegraph
WILL
'SELL BRITISH GOODS'
IN NORTHERN IRELAND.
NO IMPORT DUTIES

STRIKE PERIOD. — *The Belfast Telegraph*
published full-size papers all issues.

By the time the boy has made a tour of his district, people are about ready for a new blotter. They are glad of his coming, when he re-appears on his rounds. In many cases, in fact, office-folk now definitely expect him. They do not buy blotters; they expect them from the church. They wonder when the new supply's due; wondering, they mention and advertise the church!

Distribution thus costs the church and Sunday-school nothing. The blotter cost has been indicated, but it has been suggested that this cost may be obviated by selling space for advertising to suitable concerns, perhaps of members of the congregation, on the blotter-back. Even without this,

five-thousand advertisements, reaching the clientele desired, and kept to be read and re-read, for twenty-two dollars, surely cannot be considered bad!

To-day, the first Presbyterian Church of Cincinnati, whether or not as a result of folk coming the first time on invitation of the blotters, can count among the largest regular attendance at both church and Sunday-school of any of the in-town churches of this part of the land.

Houston Handbook

Copies of the handbook of the Houston Convention can now be obtained on application to the Advertising Association at Sentinel House, Southampton Row, W.C., price 10s. post free.

THE FIRST PRESBYTERIAN CHURCH,

142, East Fourth Street (in the Heart of the City between Walnut and Main).

Ministers:

David McKinney.
G. Campbell Morgan.
P. C. Morgan.

Sunday Service:

9.30, Sunday School.
11.0, Morning Worship.
4.30, Vesper Service.

Bible School Every Friday Night, 8.0 to 9.15.

THE OLDEST CHURCH IN CINCINNATI.

ESTABLISHED 1790.

When You Use this Blotter, Think of the Church That Sent It to You. Then Come and Worship With Us.

THE THIRTY CLUB

Mr. T. B. Lawrence elected President for the current year

At the annual general meeting, Mr. T. B. Lawrence was unanimously elected president of the Thirty Club in succession to Mr. Wareham Smith.

Mr. Lawrence is an idealist by nature and cherishes high ideals for advertising. For some years, in a non-professional way, he has devoted himself to the aesthetics of the advertising profession.

It may be recalled that Mr. Lawrence was chairman of the Art Exhibit Committee at the Harrogate Convention last year, when his selection, and that of the committee, met with general approval.

A Paper which did not Appear

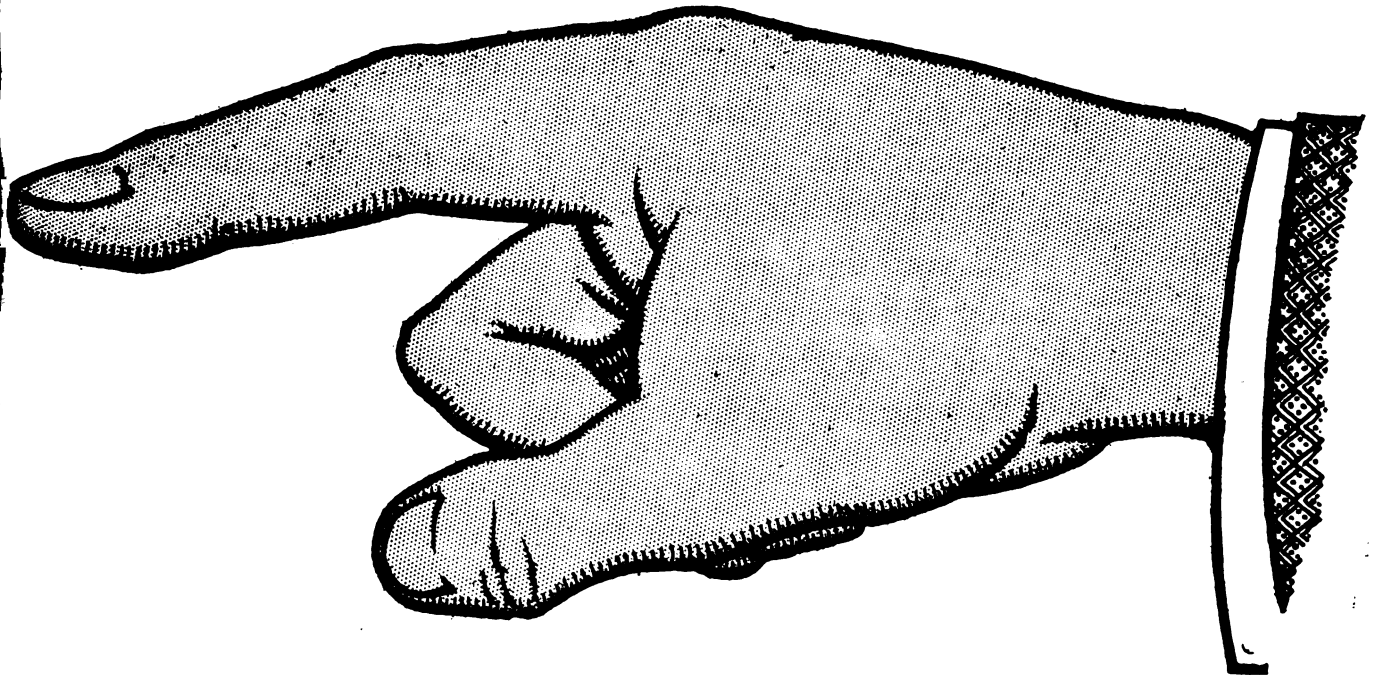
The *Daily News* on Tuesday published an account of attempts that were made during the strike to organise the production of a joint Liberal newspaper. The negotiations were conducted by Mr. Lloyd George, and tentative arrangements were made to print the paper at Luton. The proposal did not, however, materialise, and in the end the printing plant of the *Luton News and Bedfordshire Advertiser* was utilised for the production of one of the editions of the *Daily News and Star*.

New Appointment

Miss M. York has been appointed secretary of the Saturday Review, Ltd., and associated publications.

His Little Joke

A letter received by the Advertising Association, from a trader in the North, asks for particulars of the Philadelphia Convention which he has seen advertised. He adds, "Is it a street parade or an exhibition?"



The way the wind blows.

ALTHOUGH for the time being the Convention is off, it is a healthy sign that business men are eager to learn and adopt the methods of the most successful exponents of modern Advertising.

It suggests that it will not be long before there is a general realisation of the waste of using crude, pointless drawings in valuable advertising spaces. Good advertising art pays ; no other kind is worth having. There has never been an instance of an advertiser of note giving up good pictorial art and well-arranged display after making a beginning with them. Rather the tendency has been to advance and strive after better and more telling artistic forms.

CARLTON STUDIO, the largest and most important organisation devoted to Commercial Art, can help you to make your advertising more effective by the use of the right kind of pictorial art and ideas.

Will you send us some of your present advertising and ask us to make suggestions in writing ? There is no charge or obligation involved. Or telephone for a representative to call on you.

'Phone :
Regent 1827.

**CARLTON PRICES.**

Advertisers who want the finest Commercial Art that money can buy come to us because we give the best value for money spent. Advertisers who want inexpensive drawings for everyday purposes come to us because nobody else does such good work so cheaply.



Carlton Studio Ltd

CARLTON HOUSE
GREAT QUEEN ST.
KINGSWAY
W.C.2

*if its
process*

Retouching

ring

Central 4682

C.D.LAWSON & CO.,LTD
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

ADANA AUTOMATIC SELF-INKING
PRINTING MACHINE



45/-
 COMPLETE PLANT.

THIS massively constructed Printing Machine is the most wonderful of its kind, being sold at a tenth the price of any other of the same size with similar advantages. It is capable of turning out every class of printed matter from a

CHEMIST'S LABEL to an **ILLUSTRATED MAGAZINE** including Perforating, Creasing and Box-making. The finest malleable iron and mild steel used in construction. Smooth running, speed, accuracy, and simplicity are maintained to the highest efficiency. Printers' metal type (not Mono), case, complete accessories, together with excellently-illustrated instructional book, included in above-quoted price. Illustrated particulars in two colours, together with samples of work, sent on receipt of stamped addressed envelope. Also sold by small weekly instalments. Ask for terms.

The "ADANA" AGENCY (Dept. A.W.1)
34 King Street, Twickenham, Middlesex.

Printers should write for particulars of new system of supplying First-Class Founders' Type.

COPY for Home & Eastern
 Advertising

ARTHUR SERGEANT

For 8 years in the Near & Far East.

4, DUKE ST., ADELPHI, W.C.2. (Gerrard 3015)

DRUMMER
Home Dyes

KENDALL'S
Umbrellas

KENYON'S
POLI-CLOTH



We Hear—

THAT Mr. Eric Field sailed in the *George Washington* of the United States lines recently, on his way to Philadelphia as Secretary of the British Delegation, to complete the arrangements for his fellow advertisers.

THAT Mr. Lionel E. Lavis of Leicester has again been seen in London recently at several well-known offices in Fleet Street and neighbourhood.

THAT Mr. Cecil Chisholm has completed an entirely new treatment on Advertising in Great Britain, for the new volumes of the 13th edition of the *Encyclopædia Britannica*, and—

THAT Professor Daniel Starch is dealing with advertising in the United States for the same edition.

THAT Mr. H. E. Popham, London Manager of the *Nottingham Guardian*, has been elected the first honorary member of the Nottingham City Business Club.

THAT a new popular-priced cigarette has been put on the market by the Richard Lloyd branch of Messrs. Cope & Co., Ltd., the advertising of which is in the hands of Messrs. S. H. Benson, Ltd.

THAT Mr. W. Hargreaves Bennett, advertisement manager of the *Morecambe Visitor*, is acting as hon. secretary of Morecambe's eighth annual carnival in September next, a position he has before held with advantage to all concerned.

THAT John Menzies & Co., Ltd., the advertising agents of West Nile Street, were responsible for a composite page in the *Glasgow Evening News* in which Victoria Road shops were advertised.

THAT the *Showman* is Glasgow's guide to amusement and sport in neat vest-pocket size.

THAT a new journal, *Scottish Ironmongery and Hardware Review*, is out and issued monthly.

THAT Sir Charles Higham stated at the annual dinner of the Bureau of Advertising of the American Newspaper Publishers' Association that he spent \$20,000,000 a year in the newspapers of the world.

THAT "business as usual" has been the order of the day throughout the Irish Free State, the strike not having extended to Ireland; but—

THAT notwithstanding this, numerous cancellations of advertising programmes have been received and London representatives of Irish newspapers have had busy times explaining the position and getting the cancellations called off.

THAT the *Irish Trade Journal* for April gives a list of almost fifty new factories established in the Free State since the beginning of 1925, the list including five boot and shoe, thirteen shirt, two furniture, three bedstead, six confectionery, eight ready-made clothing, two blouse, two brush, and others.

We Hear—

THAT the Irish delegates to the Convention arrived home disappointed, but pleased—disappointed at the abandonment, but highly pleased with the spirit which was in evidence among the delegates they met at Blackpool.

THAT "See Ireland First," the slogan of the Irish Tourist Association, was the caption to the first advertisements from the Association which appeared in Irish papers over the week-end.

THAT *Echograms*, the brightly written and profusely illustrated house organ of the Hampshire Advertiser and Echoes, Ltd., has produced its April issue a trifle late, but it blames "flu," not the strike for the delay.

THAT Mr. L. R. Linden, who was for eight years with C. F. Higham, Ltd., and recently with Messrs. Waring and Gillow, has been appointed Copy Manager to Salescraft, Limited, in Leicester.

THAT Mr. Leonard B. Lister, from the London office of the *Western Mail* and *South Wales Evening Express*, has joined the staff of the *Investors' Chronicle* and *Money Market Review*, and will control the trade advertising for that journal.

THAT the advertising for the Brooklands Whit-Monday Meeting has been prepared and placed by Spottiswoode, Dixon and Hunting, Ltd.

THAT Pool's Advertising Service (City office) handled the Annual report of the Commercial Union Assurance Co., Ltd.

THAT Mr. Cecil F. Graseman, who for many years was a well-known personality to editorial and advertising men at Euston Station, and also in evidence as the kind friend at any of the railway company's Press affairs, has retired from the L.M.S. after 42 years' railway service.

THAT the first hit of the sports season has been made by the poster exhibited by Messrs. Idris with two charming figure studies imbibing their Lemon Squash.

THAT that noted artist, Guy Lipscombe, who contributes so many striking magazine covers, has made a big score with a poster for Ford motor-car publicity, which is something really new in treatment and shows, as has seldom been seen, the value of white space on a poster as a setting to the artist's colour work.

THAT Mr. W. M. Teasdale, as advertising manager for the L.N.E.R., is at present handling one of the most generous publicity appropriations ever entered upon by a railway, comprising Press advertising, poster publicity and what may not unworthily be termed a small library of holiday literature.

THAT the entrance hall of Newspaper House in Fleet Street—the headquarters of Sir Charles Sturmer's group of newspapers—has taken on a holiday aspect, and been adapted as a sort of information bureau for the benefit of intending holiday makers.

THAT one of the happiest of window displays will be found at the Kodak establishment in Kingsway, and elsewhere, where a wonderful show of action photographs of the Australian cricketers may be seen

Welding the Chain of Empire Trade!

is the title of an Empire Trading Survey we are now producing.

IT has been compiled by experts on Empire Trading, after exhaustive study, and the facts, figures and findings will be of vital importance to all interested in this all-important subject.

PRODUCED at no inconsiderable expense, the edition will be strictly limited—particularly as it details the new service we are rendering our advertisers—by appointing Trade Correspondents throughout the Empire.

SENT willingly to those genuinely interested. Early application is essential. It will be published about May 22nd, but it is advisable to reserve your copy TO-DAY.

The Outlook

"the paper that's filed away—NOT thrown away."

L. INDER HEWITT,
Advert. Manager, 69, FLEET STREET, LONDON.
'Phone: Central 3173.

Posters give Value for Money

SIMPLE—potent—attractive—visual—
Compelling—the appeal of the poster is
universal and occupies a unique position
among advertising media. Morning, noon
and night it works for you spreading its
message to the millions.

Advertise your product by posters, and the
world of British Buyers will be yours at a
very low cost per sale.

The firm of Walter Hill and Company—with
50 years of experience of this class of work
alone—have set a standard for Poster Service
which cannot be excelled. Entrust your
campaign to their capable hands, and you are
assured of a SERVICE that will be all that
you desire.

LONDON, W.C.
WALTER HILL & CO.

THE LARGEST
BILLPOSTING ORGANISATION
IN THE BRITISH EMPIRE

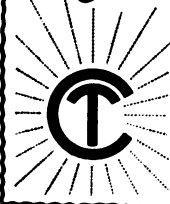
67 & 69 SOUTHAMPTON ROW, LONDON, W.C.1

'Phone: Museum 2443 (3 lines). Telegrams: "Tuxedo, Westcent, London."

THE BEST FREE GIFTS.
SOFT TOYS
Illustrated Catalogue on Request.
MANUFACTURERS, Est. 1914.
THE TEDDY TOY CO.,
45, GOLDEN LANE, E.C.1.

Photography.
D. CHARLES
50 Webbs Rd.,
S.W.11.
I am official photographer to several
leading advertisers and publishers.
May I be yours?Phone,
Latchmere 4980

*Backed by over 20
years' experience
of Advertising*



Tully-Crabbe Ltd.
Advertising
Star Buildings
Newcastle-on-Tyne

We Hear— about the strike—

THAT Wednesday's lunch-time good
news that the general strike was over
brought a sigh of relief from most news-
paper representatives whose ordinary
work had been at a standstill; and—

THAT many, however, had been putting
in a strenuous time in the early hours of
the morning helping by motor-car, motor-
cycle and push bike to see that their
newspapers were speedily circulated in
London, the suburbs and the home
counties.

THAT the members of the staff of the
L.G.O.C. and Underground commercial
advertising departments were to be found
in strange places as volunteers doing
railway or motor 'bus work.

THAT quite a number of Aldwychians
and others of the advertising and publicity
clubs enrolled as specials and in other
ways did their bit during the emergency;
and—

THAT some of them were in the casualty
lists.

THAT several advertising agencies were
working half time and others calling in
their employees alternate days during
the crisis.

THAT one well-known advertisement
manager of an important group expressed
the opinion that last week's stop orders
were far short of the number he had
expected to receive.

THAT speaking generally the agencies
were almost apologetic in their requests
that their clients' business had to be
suspended; and—

THAT "suspend till further notice"
was more frequently used than the more
decisive "stop."

THAT it was not all suspend or stop
instructions that were sent out, for many
advertisement managers had the satis-
faction of acknowledging orders for future
dates; and—

THAT one firm in the tobacco trade was
decidedly keen on getting into those pro-
vincial newspapers that managed to
come out daily with issues not far short
of the normal.

THAT business as usual is again the order
of the day and leeway is rapidly being
made good in the agencies and advertising
departments which are quickly getting
back to normal and thankful to again
find themselves in that position.

THAT the carry-on by the theatres and
cinemas in London was greatly facilitated
this week by the generous amount of
printing they were able to get out and
the help of the billposters and their
hoardings.

THAT Mr. John Armstrong was the first
volunteer fireman on the Great Western
Railway, Paddington, and the last one
to leave. One of his trips included a
non-stop run from Plymouth to London
in the record time of four hours.

The Poster & Outdoor Advertising

A Monthly Supplement Devoted to the Interests
of Users & Producers of Outdoor Publicity.

No. 51

MAY, 1926

The Month on the Hoardings

A Frank Review and Candid Criticism of Current Posters on the
Hoardings, Trains, Buses and Railway Stations

By J. G. Gray

ONLY last month I wrote of the possible advantages of a sort of international exchange in poster art, and suggested that designs of a distinctively English character might by their novelty and freshness prove very effective abroad, and that, on the other hand, British advertisers might profit by the occasional use of the services of foreign artists, who would strike a new note on the hoardings in this country. It so happens that since I wrote that article three of the most interesting posters which have attracted my notice have been designed—and printed—in France, for well-known British advertisers.

One of these designers is M. Jean D'Ylen, who for years has been producing some remarkable and very individual posters for English patrons, and, lately, especially for the port house of Sandeman, by whom this latest design was commissioned. It is a very characteristic example of D'Ylen's fantastic art, and will no doubt win the hearty disapproval of the conservative school in the advertising world. As in all this artist's productions, there is rapid, energetic movement. It will be noted how the rhythm of the artist's line carries the eye unresistingly to the two bottles held in the centaur's hands.

The other two French posters are by Capiello. One of the Capiello productions, for Erasmic soap, is of a girl, with loosened hair flying behind, bounding forward with a box of soap in her arms. The other, advertising Eno's Fruit Salt, shows a man in profile crowned with a wreath of laurel, wearing what one assumes to be a classical robe, and holding, in hands stretched above his head, and with an

air of great solemnity, a wrapped bottle of Eno's. His garment, caught perhaps by the wind, forms a flame-like pattern about him.

The leaping Erasmic nymph has an obvious relationship to the elfin creatures of D'Ylen's imagination, but the young Greek athlete of Eno's is in a rather different category.

The most interesting thing about these three posters, however, is the qualities which they have in common and which differentiate them very strikingly from the typical English

poster. There is something fantastic remote, inhuman, about them. D'Ylen's centaur emphasises this, but the other two are essentially creatures called into being and shaped for a particular purpose by the artist, and not merely borrowed from ordinary humanity and dressed up for the part.

What a contrast between the eerie extravagance of the Sandeman bill and, say, the domestic intimacy of the recent "Enjoy your medicine" cider poster! Or between the deliberate artificiality of the Erasmic sprite and the blooming wholesomeness of Golden Gloria of Pears, or the lovely ladies who wash with Palmolive Soap! Or between the classic coldness of the Eno advertisement and the cheerful friendliness of the Kruschen and Beecham publicity! These contrasts are so striking as to seem to indicate the existence of two definitely opposed schools of advertising art, for which, however, it would be difficult to find appropriate labels.

The school represented by these French posters seeks to give expression to ideas and feelings through a vague sort of symbolism; the English school deals in facts and reveals them as clearly and precisely as it can.

The question arises as to which school is working on right lines. The answer, of course, is that each makes its appeal to a section of the public which is less responsive to the productions of the other school. Nevertheless, I think that English advertising art, despite any æsthetic shortcomings, is more in tune with the psychology of the British public than is French poster design.

The poster advertising of newspapers is usually done half-heartedly



Service— with a capital S

Service, as we see it—and as we try always to practise it—means giving nothing short of the best possible. It means an intelligent understanding of the poster and its function—the knowledge necessary to make it tell its story to the best advantage.

Our Service in all aspects of Outdoor Publicity is based on experience—the ability to arrange favourable sites, and to ensure the most thorough inspection possible.

We are ready always with advice on your Outdoor programmes and problems. Why not give us a call—or telephone us?

OUTDOOR PUBLICITY LIMITED

Managing Director,
ERNEST LEICESTER,

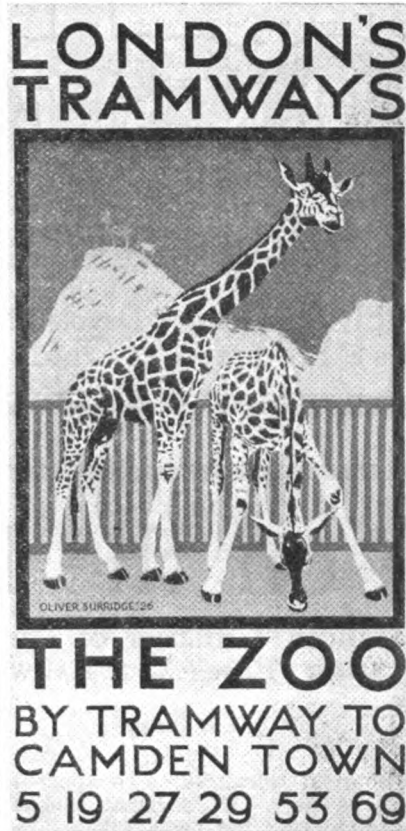
Faraday House,
8, Charing Cross Road, W.C.2.

Telephone:

GERRARD 8518-19.

Telegrams:

"BYLPOSTA, LONDON."



and not very efficiently. I can recall only one really striking newspaper poster—the "Soaring to Success" design for the *Daily Herald*, done by Mr. McKnight Kauffer. It is a very long time since anything so interesting appeared as the 32-sheet just issued on behalf of the *Edinburgh Evening News*. The artist is Mr. John Curr, and the printers, Messrs. McLagan and Cumming. The picture has a dramatic impressiveness which is, perhaps, a little diminished by the lettering on the right. Where lettering cannot be made an integral part of the pattern it should be confined to horizontal bands at the top and the bottom, and not be superimposed on the picture, as

here, and as in very many posters, particularly 32-sheets. The idea of the beacon as symbolising the newspaper's function of transmitting news is a very happy one, and it has been embodied with dignity, discretion and sound artistic judgment.

The Southern Railway has issued four more of its series of quad-royal posters of places of interest on the Continent. Mr. Norman Wilkinson's "Etretat" is an attractive and straightforward representation of the place, and designed with a sympathetic understanding of the lithographic medium. Mr. Donald Maxwell is best known as a book illustrator, and his line and wash drawings, reproduced in half-tone, have long been a feature of the *Graphic*. His "Mont-St.-Michel" is in many ways admirable; but it is less truly lithographic in character, and, therefore, less successful than it would be if Mr. Maxwell were habitually working for reproduction by this technique. It is noteworthy that the mount is shown as during a heavy storm; apparently, the Southern Railway is not afraid of creating the impression that Brittany is acquainted with rain. "Lake Como," by Mr. W. W. Collins, is less successful than Mr. Maxwell's "Mont-St.-Michel." Mr. Collins is a watercolourist, and perhaps that explains the thinness of the colour and the timidity of handling of the poster. Then there is a village in the foreground which looks as new as a daisy—uninteresting as a municipal cart-gallop town on the English Coast. Technically, the best of the four Southern Railway posters is that by Mr. E. A. Cox. It is entitled "Picardy," and shows a section of a religious procession at Boulogne. How much Mr. Cox owes to Mr. Brangwyn is very frankly revealed in this opulently-coloured, two-dimensional decoration, but Mr. Cox has assimilated what he has learned, and knows how to make fresh use of it.

The question may occur to some critics whether such a poster as this





Every Hoarding is a Racecourse

THE horses are the posters that line up along it to contest the big stakes—public interest.

Behind each starter is the Firm it runs for.

They're off!

How soon does the "field" sort itself out. The "favourites"—those posters that have been planned right, designed right, drawn right, printed right—go forging ahead; the "fairly goods" go plodding along bravely and the "outsiders" lag somewhere in the rear.

One outstanding design goes romping past the winning post well ahead of the others.

Another creeps along well behind them.

Why? In all probability each cost the advertiser about the same to print. The winner might even have cost less.

The answer is that the success of every poster is made or marred when the poster is planned.

No printing, no posting, can ever give a poster the power to win if the work of the designer and the artist failed it to begin with.

Send your horse to the starting point with everything in its favour. In other words, spare no pains to have the idea right and the artistic work done by the very best artist for the purpose.

Then it should win for you every time.

*Tell it better
with a better poster*



Issued by
THE UNITED BILLPOSTERS ASSOCIATION (Registered), 31, Great James Street,
Bedford Row, London, W.C.1.



POSTER ADVERTISING

THROUGHOUT

WESTERN LONDON MIDDLESEX. SURREY BUCKS BERKS

Conducted in an
efficient manner
with first-class
POSTER
STATIONS

by

PASCALLS LIMITED and Associated Coy.'s

Ealing and Hounslow :
TRINDERS LTD.

Kingston, Guildford and
Woking :
KERRISONS LTD.

Chertsey :
**CHERTSEY BILL-
POSTING CO.**

Windsor :
**WINDSOR BILL-
POSTING CO.**

Hounslow and Staines :
J. & E. MAYGER.

Uxbridge :
**UXBRIDGE BILL-
POSTING CO., LTD.**

All Enquiries to
46,
Hammersmith Bridge Rd.
W. 6.

Phone: Riverside 0038 3338.

is profitable publicity. It may be all right to look at, but does it "sell" Boulogne? Would not a picture of the sea front, or of the picturesque streets behind, be more likely to attract visitors?

Perhaps; but it must be remembered that a vast proportion of the people who take their holidays abroad, and especially those who do so for the first time, are drawn as much by a desire for contact with people whose customs, manners, costume, and mode of life are different from their own as by a wish to see a new strip of the sea, which looks pretty much the same everywhere. Mr. Cox's picture invests Boulogne with an alluring glamour.

The much-abused L.C.C. tramways have to their credit several clever, well-designed posters, of which the latest is by Mr. Oliver Burridge. It advertises the routes to the Zoo, and shows a couple of giraffes. The draughtsmanship is admirable, and the most is made of a limited colour range, the white ground being cleverly used.

The Wolseley company, one of the few automobile-manufacturing concerns which makes consistent use of the hoardings, has issued a new poster designed by Mr. Sep. E. Scott and printed by David Allen and Sons, Ltd. Technically, the bill is most admirable. Very effective use is made of the contrast between the bright red of the car and the grey stone arch under which it is passing, and the valuable factor of surprise is introduced by the unusual angle of the artist's vision. Cars are usually represented as though the artist had been crouching at the roadside on the crest of a hill and had photographed the cars as they flashed by almost over his head. Mr. Scott, on the other hand, shows his car as viewed obliquely from above. The faces of the occupants of the car are drawn with a precision that sug-



gests that they are portraits. Is not this a mistake, as tending to distract attention from the *raison d'être* of the poster? Without being empty masks the faces might have been less disturbingly individualistic. The point, however, is a minor one.

In addition to the pictorial poster mentioned above, Eno's Fruit Salt has had printed another 16-sheet with lettering only—an orderly laid-out bill, very happily worded—and a small map of the world. This delightful exercise in unconventional cartography probably had its inspiration in the work of Mr. MacDonald Gill, who revived and turned to new uses the ancient practice of embellishing maps with objects—represented three-dimensionally—and, in the case of large-scale plans, of combining with a plan oblique perspective drawing. The Eno map, which is drawn by Mr. Alfred E. Taylor, while it is hardly so fine as Mr. Gill's productions, is very entertaining. The land-and-water distribution of the earth is shown quite correctly—or rather, according to Mercator's projection—but the map is sprinkled with tiny human and animal figures, usually with an amusing line of lettering. One group is "Mongol giving mammoth the Gobi," and another good pun is "Good-for-Knouts doing some Eno-bling work" in Siberia.

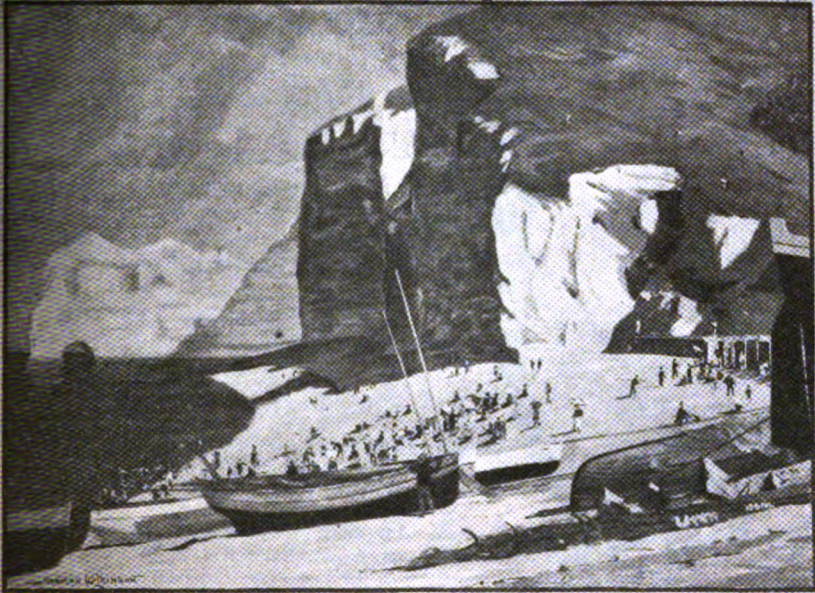
Mr. Graham Simmons, who is well known as a magazine illustrator and as a poster artist, designed a very attractive bill for the *Daily Mail* Ideal Home Exhibition. It is a very simple pattern, bright and fresh in colour. The lettering is well disposed and uneccentric in character, except that the letters have a serrated or, rather, sinuous outline.

The new issue of *The Placard* contains a number of important and interesting articles on outdoor publicity.



Two Posters of the Month

An idea for your Holiday - NORMANDY



The Beach, ETRETAT. By Norman Wilkinson, R.I.
Via SOUTHAMPTON or NEWHAVEN. Details from Continental Enquiry Office
Victoria Station, London, S.W.

Another typical Norman Wilkinson poster in which design and a sympathetic understanding of the lithographic medium are well blended

Use the right medium

A handsaw is a good thing; but not to shave with.

What is the right advertising medium for one product may be quite wrong for another.

If your Product requires detailed information

don't use a Poster until you have told your story in the Press. Then use a Poster if the product and the selling policy require bold display.

For Pure Display

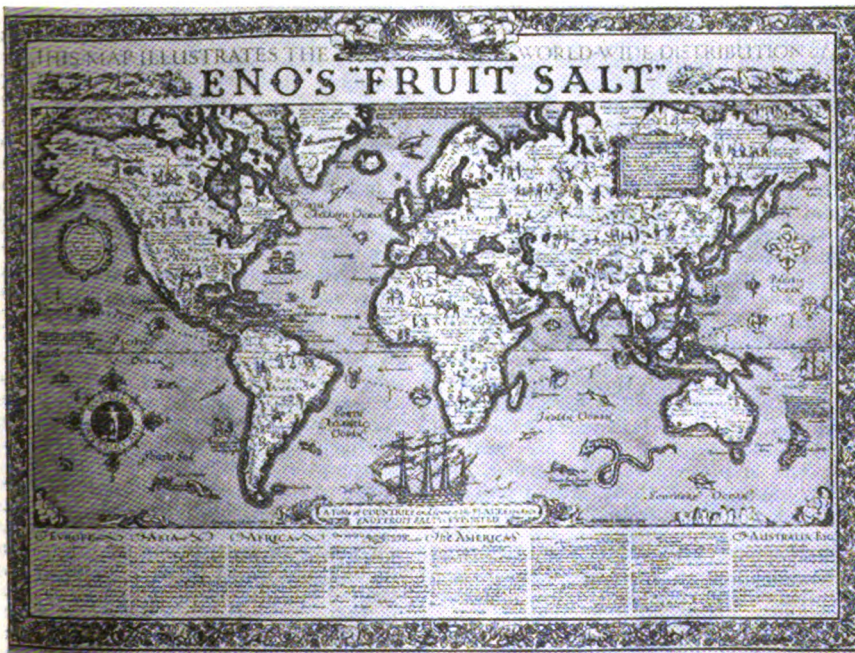
don't use the Press. Posters can carry your message to more people for less money.

From these considerations it is evident that your Advertising should be handled by the Agency that handles Press and Poster Advertising with impartiality and with equal efficiency, that is to say, by

Sheldons Ltd

SERVICE ADVERTISING
PRESS AND POSTER

**Sheldon House
Queen Street
LEEDS**



The style of the old time cartographer on to which has been grafted the humour of the modern cartoonist has produced a remarkable poster that has held crowds interested, particularly in railway stations

CIRCULARS or SAMPLES

carefully and systematically
delivered House to House,
under reliable supervision,

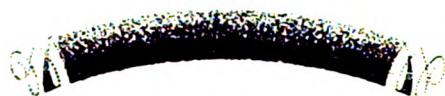
at Southsea

at Portsmouth

at Isle of Wight

ESTIMATES FROM THE
Portsmouth & District
Billposting Co., Ltd.,

74, ARUNDEL ST., PORTSMOUTH.



BRITO
Margarine

BEEHIVE
Knitting Wools

CLIFTON'S
Chocolates



ADVERTISING IS THE TRADE WIND OF MODERN COMMERCE



The striking hand-drawn poster of the ADVERTISER'S WEEKLY which attracted so much attention at the offices at Blackpool

Printing at Blackpool

By J. G. Gray

THE odium which proverbially attaches to comparisons has a trick of becoming transferred to the person who makes them, but that danger is often worth risking, for comparisons are far more vivid and precise than general statements without reference to a standard by which the subject is measured.

Therefore I shall not shirk the question as to how the exhibition held in connection with the ill-fated Advertising Convention at Blackpool compared with the inaugural exhibition at Harrogate last year.

In the first place, it was apparent that there had been a change of motive. If the organisers of the Harrogate show had adopted a slogan it would probably have been "Better printing." This year the aim was "More printing." Actually the slogan inscribed over the entrance to the gallery was "Print more—Sell more." (It instantly recalls "Paint more—Save more," though I am told it was invented earlier.) Those who arranged and hung last year's exhibition understand printing and are zealous for the improvement of printing, but they have not, I think, any particular interest in increasing the mere volume of printed matter. Their aim was to show that beauty need not be excluded from even the simplest object of trade to which printing was applied; that beauty, indeed, was an enhancement of efficiency rather than otherwise. In short, it was the sort of exhibition such as the Design and Industries Association organises.

On the other hand, the Blackpool exhibition was promoted by the Federa-

tion of Master Printers, a great organisation whose membership includes not only printers who are artists who create masterpieces for the delight of connoisseurs, but also printers who are business men engaged in keen competition for the orders of customers who scarcely know italic type from roman.

A very drastic weeding-out had excluded from the Harrogate exhibition anything that was poor or even only mediocre. At Blackpool there were many things quite as fine as anything shown at Harrogate, along with a good deal which was inferior in various degrees.

The aim of those responsible for the show had evidently been to demonstrate the immense variety of ways in which printing can be of service to traders and business men of all classes. A weakness, both here and at Harrogate, was the lack of emphasis upon the more specialised forms of advertising. Of course, a bottle label is an advertisement, and may be a very good or a very bad one, but the backbone of advertising is the Press announcement, and printing of this kind occupied altogether too small a proportion of the space in the gallery.

So far as this exhibition may be taken as a criterion, there does not appear to have been any revolutionary change in process or in style during the year. The remarkable vogue now being enjoyed by outline letters was reflected in the exhibits, of course. Another interesting point was the fine quality of colour and surface obtained from linoleum cuts. A few posters printed by this process certainly appeared to justify the high praise which has been bestowed on it.

Judged by a purely aesthetic standard, there was nothing in the gallery to surpass the work of the Curwen Press, which showed a few circulars and newspaper advertisements for Chrysler cars and the Westminster Bank. No one, I think, will dispute the effectiveness of the Chrysler advertisements, as well as their excellence considered without reference to their ability to sell cars, but I fancy some of the utilitarians of the advertising profession will be more doubtful about the quaint line drawing which heads the bank announcement. The brochures printed by the Curwen Press were very delightful. Printing may be as full of character as a painting or as handwriting, or it may be as impersonal and mechanical as—as printing often is. The Curwen printing has a character of which essential components are refinement and an almost feminine grace and a sense of humour.

The work of the Baynard Press, which was also well represented, is full of character too, but there is a striking difference. The Baynard printing is masculine, substantial. A few years ago the press designed a new, though eminently traditional, lettering which has been used very successfully both in lithographic posters and in Press advertisements. There were several specimens containing this beautiful alphabet in the exhibition. The Baynard exhibit included posters by "Shep," Herrick, Miss Beard, and other well-known designers, and some brightly-decorative boxes for Carson's chcolates.

Big Posters Missing

Most of the posters shown were of double royal or quad royal size. Probably the limitations of space dictated the exclusion of large posters, but the result was that an important branch of advertising printing—the posters on the public hoardings in the streets—was practically unrepresented.

At the other end of the scale, however, were sewing-cotton labels, printed by Messrs. Booth and Fearoyd.

Bemrose and Sons, Ltd., exhibited a specimen of their well-known "Derby print" process—a translation of a drawing, by Barribal, of "The Exide Girl." It would have been interesting to have seen the print shown side by side with the original, but it is evident that the process is remarkably faithful. As for the picture, it has all the qualities which make Mr. Barribal's drawings popular, though only the wide fame of Exide batteries save one from assuming from the poster that Exide is not the name of a toilet preparation.

Messrs. George Falkner and Sons, of Manchester, show a great variety of printed matter, among the best examples being show cards for Cosmos valves and Doreas cambric. The most interesting thing in the exhibit of Messrs. Tillotson and Son, of Bolton, is an album of reproductions of crochet designs. The crochet work is embossed, and the process, which is one of the firm's specialities, reproduced the original so exactly that a close examination is necessary to convince one there is not a real piece of crochet gummed on the paper. Another remarkable example of imitative printing is a brochure for Grecian Marbles, Ltd., containing three-colour reproductions of marble surfaces.

A coloured bill advertising canned fish which might successfully be adapted for the hoardings was displayed by Stafford and Co., Ltd., of Nottingham. The main part of the design is intended to

(Continued on page 266)

Our Area
and
Our Guarantee



"We do it right"

The GENERAL BILLPOSTING Co., Ltd.

23a, St. James' Square, Edinburgh.

Branch Offices in every District.

Sell to
300,000
Buyers
through
MORISON
HOARDINGS!

Write for information to
MORISON'S
ADVERTISING AGENCY (HULL) LTD.
BILLPOSTING DEPT.,
ALBION ST.,
HULL

ADVERTISING  SINCE 1895

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-
tone Work.

NO BLOCKS Required.

CHARLES & READ, Ltd. 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

REAL PHOTO REPRODUCTIONS
OF ANYTHING
INFLUENCE SALES
AND

LILYWHITE LTD. of TRIANGLE, Halifax,
the original inventors, specialise in this work.
Please ask for details.

THE
REVIEW of REVIEWS
IS YOUR MEDIUM FOR REACHING
THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

REGISTER OF BILLPOSTERS

Announcements in this Special Section are published in the first issue of every month, and restricted to the names and addresses of Billposters. Orders cannot be accepted for less than 12 monthly insertions, the charge for the whole year being £2 12s. 6d. net.

ABERDARE

The Aberdare Valley Billposting & Advertising Co., Public Hall, Cardiff Road.

BLACKPOOL

Blackpool Billposting Co., Ltd., 167, Church Street, Blackpool. 250 Stations.

BOLTON

The Bolton & District Billposting & Advertising Co., Ltd., Paley Street.

CORNWALL

Camborne Printing and Stationery Co., Ltd., Market Square, Camborne.

Cornish Echo Co., 18a, Church Street, Falmouth.

DERBY

The Derby & District Billposting & Advertising Co., Ltd., 44, Siddals Road.

DONCASTER

Danum Poster Service, 51a, Market Place.

EDINBURGH

Nixon, Ltd., 61, Elder Street.

EXETER

James Townsend & Sons, Little Queen Street.

FALKIRK

Mackie & Co., Mail Buildings, Manor Street, Falkirk.

GRAVESEND

Gravesend & District Billposting & Advertising Co., Ltd., 15, Wrotham Road, Gravesend.

GRIMSBY

W. H. Jackson & Co., 818, Victoria Street. 'Phone 2829.

HEREFORD and District

Midland and Welsh Advertising Co., Ltd., Midland Bank Chambers, Hereford. 'Phone 2681.

HORWICH (LANCS.)

Fletcher & Co., Longworth Road.

HULL

Hull & Grimsby Billposting & Advertising Co., Ltd., 12, Bowlalley Lane.

Morison's Advertising Agency (Hull), Ltd., Albion Street.

LEEDS

Sheldons, Ltd., Sheldon House, Queen Street.

LLANELLY

Llanelly & South Wales Billposting & Advertising Co., Ltd., 8, John Street.

LONDON

Chelsea, Battersea Billposting Co., 90, Sydney Street, Chelsea, S.W.3.

A. Leopold & Co., 531, Holloway Road, N.19.

LONG EATON

R. Hill & Son, Ltd., 23, Craig Street, Long Eaton.

MANCHESTER

Manchester Billposting Co., Ltd., 36, Peter Street.

Managing Director: Joseph Crooke-Grime.

OLDHAM

Oldham Billposting Co., Ltd., 8, Clegg Street. Telephone: 437.

PLYMOUTH

Devon & Cornwall Billposting & Advertising Co., Ltd., 153, Union Street.

The Ldstone Billing Co., Ltd., 7, The Octagon, Plymouth.

PORTSMOUTH

Portsmouth & District Billposting & Advertising Co., Ltd., 74, Arundel Street, Portsmouth.

South Hants & Boro' Advertising Co., Ltd., 1, Greatham Street.

ROCHESTER

The Rochester, Chatham & District Billposting & Advertising Co., Ltd., 320, High Street.

STOKE-ON-TRENT

Stoke-on-Trent & North Staffordshire Billposting Co., Ltd., 11 & 13, New Street, Hanley.

WOLVERHAMPTON

The Wolverhampton & District Billposting & Advertising Co., Ltd. Head Office: 4, St. George's Parade, Wolverhampton.

WORCESTER

Smith & Co., Worcester Billposting Co., The Trinity. Tel. No. 847.

Advertiser's Weekly
Friday, May 28, 1926

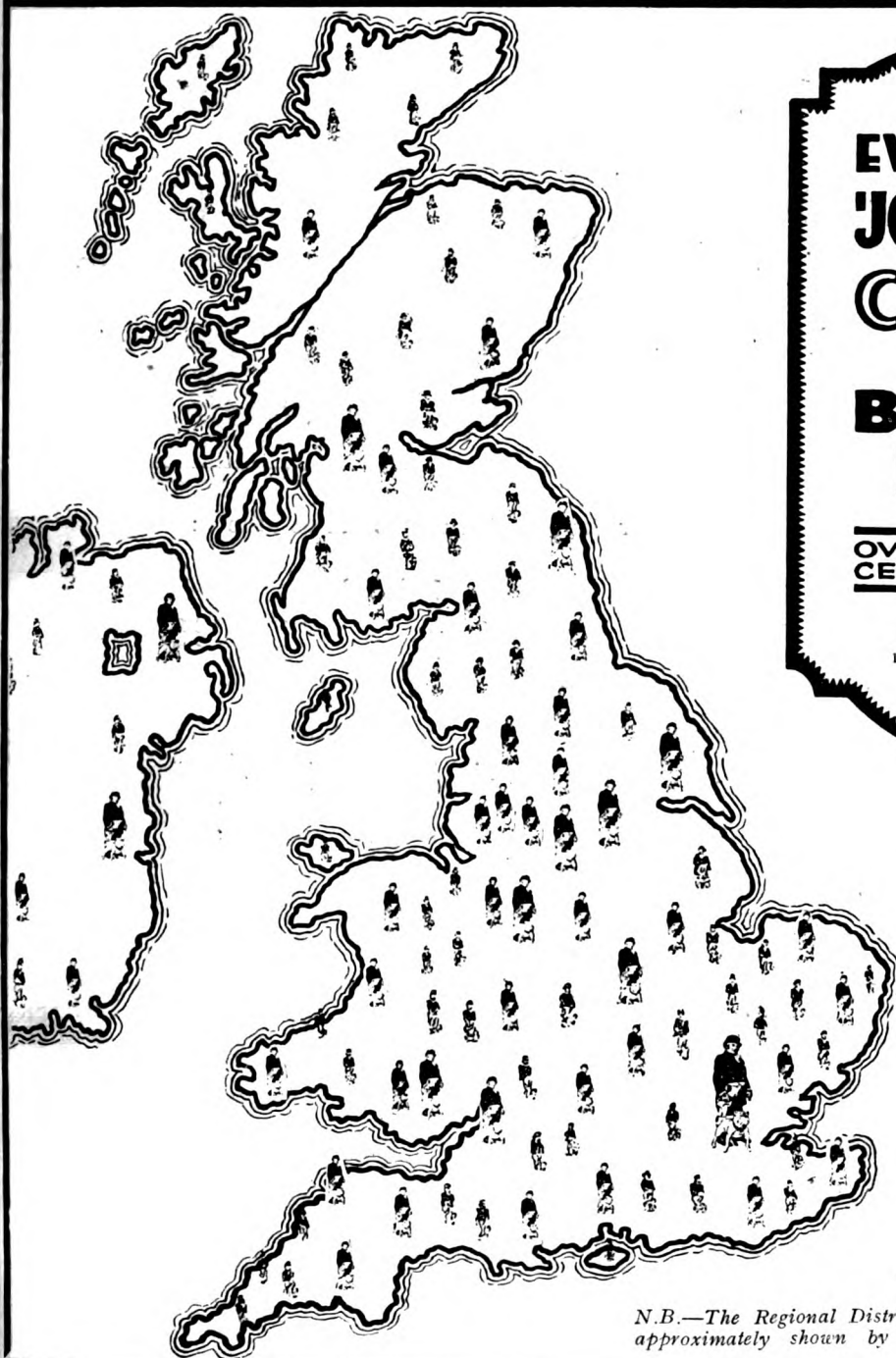
PHILADELPHIA WELCOME SUPPLEMENT

The Advertiser's Weekly

4th A COPY
20th a year
Post Free
Regd. at G.P.O.
as a Newspaper

BUS. ADM.
LIBRARY

THE ORGAN OF BRITISH ADVERTISING



**EVERY WEEK
'JOHN BULL'
COVERS
THE
BRITISH
ISLES**

**OVER A MILLION
CERTIFIED SALE**

Philip Emanuel,
Advertisement Director,
ODHAMS PRESS LTD.,
Long Acre, London, W.C.2.



N.B.—The Regional Distribution of "John Bull" is approximately shown by the different sized figures.

Tell it in Two Million Homes through The "Sunday Pictorial"

The week to week circulation figures for the last six months are as follow :—

1925				1926					
October	4	2,302,691	January	3	2,323,118
"	11	2,330,959	"	10	2,331,065
"	18	2,325,995	"	17	2,324,064
"	25	2,308,404	"	24	2,320,644
November	1	2,302,232	"	31	2,322,607
"	8	2,268,268	February	7	2,320,531
"	15	2,264,126	"	14	2,356,130
"	22	2,390,295	"	21	2,368,763
"	29	2,416,983	"	28	2,367,336
December	6	2,369,046	March	7	2,375,921
"	13	2,342,761	"	14	2,372,845
"	20	2,327,090	"	21	2,363,996
"	27	2,353,593	"	28	2,364,728

The above figures are exclusive of all Free, Voucher, and Complimentary Copies.

The Sunday Pictorial

CIRCULATION WELL OVER TWO MILLION COPIES PER ISSUE

Specimen Copy, Rates and Full Particulars
will be sent on application to

SIDNEY D. NICHOLLS

ADVERTISEMENT MANAGER
Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

'Phone:
Central 3440 (Seven Lines)

Telegrams:
"Sunpicad, Fleet, London."

The Week in Advertising

Philadelphia's Welcome—International Relations and Publicity—The British Convention Position

NOT a little capital has been made, and wisely made, by the organisers of the Philadelphia Convention of the name of the city in which the gathering will take place. "The City of Brotherly Love" has a pleasant welcoming sound and, as may be gathered from the special Supplement which we are issuing this week, there is a warm and brotherly welcome for all those delegates who are going to the Convention.

Advertising has developed a great spirit of comradeship of recent years, and more perhaps than any other profession it has developed that spirit internationally. The Get Together movement, of which the Associated Advertising Clubs of the World is an expression, has had its exaggerations and it has met with satire, but it was based on a sound idea, sound socially, sound morally, and sound commercially. The tremendous power of advertising, a power not yet exerted to any appreciable extent in international relations, must be used soundly for the ultimate benefit of the whole world, and it is all to the good that before the power has been exerted at all the will to use it in the best way has been cultivated throughout the world.

The programme of the Philadelphia Convention might well be studied by all students of human progress. For it has an interest that is far from sectional. Community development, university education, national service by governments, international finance—these are a few subjects selected at random from the twenty-three sessions. Advertising is not only world wide in its business relations, but world wide in its interest and in its effects.

The British delegation to Philadelphia has been somewhat reduced in numbers by the aftermath of the general strike and by the still persistent coal stoppage. District Fourteen indeed has been distinctly unfortunate this year in regard to conventions, and the position with regard to the Second British Ad-

vertising Convention is still far from clear. The proposals put forward in the last issue of the WEEKLY for the revival of the Blackpool arrangements on a smaller scale, with the scene shifted to London, have met with a very general measure of approval and support. There can be no doubt that, had the coal stoppage been at an end, we should have seen an immediate reconvening of the Convention in an abridged form, and that the great programme of topics which had been prepared would have been presented and discussed.

The coal stoppage, however, is a very potent fact, and it shows no sign at present of ending. Its effects are far-reaching and there can be little doubt that not for some weeks to come, possibly not until the autumn, is there any chance of bringing together a sufficiently representative gathering to justify the organisers in proceeding with any arrangements.

When the dispute is ended there will arise the question whether the 1926 Convention shall be held even if curtailed or whether it will be better to abandon the effort and to concentrate on the 1927 meeting. But in any case, as we see it, there is every necessity for the holding of a Manufacturers' Conference, and every reason why it should be held in Manchester. This Conference, though an integral part of the Convention, has an interest for a wide and important section of the community which has no immediate concern with the topics discussed at the Sectional meetings. This Conference can, unquestionably, be of value to the national cause in the work of repairing the damage of the high fever through which we have passed and the low fever of which we are not yet cured.

THIS WEEK'S PAPER

PHILADELPHIA WELCOME SUPPLEMENT

The First Photo-Radio-Adver- gram

Simultaneous Publication of a
Wireless Advertisement in Two
Continents

The Trend of Comfort Selling— by L. Lewis

The Introduction of Technical
Explanations

Two Types of Typography—by Jack Bride

Competitions for the Public in
America and Austria

The Press in the Strike

Later News of How the Papers
appeared

Advertising and the Lottery Acts—by F. E. Sugden

And All Regular Features

Ad. News in Brief
Club Notes and News
Publication Notes and News
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

Announcing a new departure—
and a PRIZE of

£10...10s. for two words



AN important development is about to take place in the service which the ADVERTISER'S WEEKLY gives to its readers. A new Supplement, separate from, but distributed without extra charge with the WEEKLY, will be issued every month. It will be a fashion journal of advertising production. A magazine which will be a little ahead of the trend of publicity presentation in London or New York, Paris or Berlin—whether it be printing, posters, pictures, containers or window display.

This, a new development of the ADVERTISER'S WEEKLY, will give expression to an idea which has never before been attempted in technical journalism.

It will be a monthly review of the advanced work of those men whose vision and enterprise have a definite influence on the ever-changing methods of advertisement presentation. Its function will be to stimulate and help directors and producers of every phase of modern publicity in the creation of more effective advertising.

This Supplement is at present entitled *Advertising Display*.

Is this the best possible title?

Does the title of this Supplement convey to you exactly what the contents of it will discuss each month?

Some of us think the title is the best that could have been chosen—the most descriptive, the most euphonious, the most comprehensive.

Some of us think there is a better title somewhere.

SO we are offering a prize of 10 Guineas for the best adoptable title for this new Supplement.

£5 5s. a word is good pay for any copywriter. Find a better two-word title than *Advertising Display* for this Supplement and win £10 10s.

The following have all been suggested and temporarily rejected:—*Advertising Art, Advertising Production, Advertising Presentation, Advertising Pictorial, Advertising Craft, Advertising: Print, Posters, Pictures*.

Those titles are unsuitable for various reasons.

Advertising Art was rejected because the use

of the word "art" has a tendency to arouse in the mind of the business man the idea of art students, beginners and school work.

Advertising Production and *Advertising Presentation*, though they represent quite fairly the scope of the Supplement, are unsuitable because of the length and cumbrousness of the second word in each case.

Advertising Pictorial, it was decided, did not convey the full purport or the serious technical intention behind the Supplement.

Advertising Craft is unsuitable because it, like *Advertising Art*, is too suggestive of the school and the student.

Advertising: Print, Posters, Pictures is cumbrous and unattractive.

We have decided upon *Advertising Display*, but there is an opinion that there is something better to be found. Can you find it?

THE ADVERTISER'S WEEKLY offers a prize of £10 10s. for any title that is, in the judgment of the directors, the editor, and the business manager, more suitable and effective than *Advertising Display* for this new Supplement, which it is our aim to make the most luxurious, authoritative and stimulating production in the world dealing with the application to advertising of all the arts of pen, pencil, brush, camera, aerograph, block making, lithography, offset and type.

Can you think of two words that describe that aim better than *Advertising Display*?

If you think you can, send in your effort in our Ten-Guinea Competition.

READ THESE CONDITIONS CAREFULLY

The conditions of the competition are:—

(1) The title must not consist of more than two words.

(2) Only the wording must be sent in. No special designs or lettering are required.

(3) All entries must be received by noon on Saturday, June 4, 1926.

(4) Entries must be addressed "Title Competition," c/o the ADVERTISER'S WEEKLY, Bangor House, 66, Shoe Lane, E.C.4, and must be accompanied by the coupon in the adjoining columns. Any competitor who fails to send in a coupon will be disqualified, but an unlimited number of entries may be enclosed in one envelope covered by one coupon.

(5) The judges will be the directors of Business Publications, Ltd., with the editor and the busi-

ness manager of the ADVERTISER'S WEEKLY, and their decision shall be final.

(6) No correspondence can be entered into in connection with the competition and no entries will be returned.

(7) The prize of ten guineas will be awarded for the title which in the opinion of the judges is better

than *Advertising Display*, and in the event of more than one competitor suggesting the same title the prize shall be divided among all those submitting the title which the judges decide is to be accepted.

(8) If no title is suggested which, in the opinion of the judges, is better than *Advertising Display*, no award will be made.

COUPON

Ten Guinea Title Competition

FOR ADVERTISING DISPLAY.

ATTACHED are my suggestions for the title of this supplement. I agree to be bound by the conditions of the competition as set out on page 292 of this issue.

Name

Address.....Date.....

Advertiser's Weekly, May 28, 1926.

The Trend of Comfort Selling

Three Distinct Angles of Appeal—Laziness, Health and Restfulness—Explanation of Technical Manufacturing Points

By L. Lewis

THE advertising of articles of comfort has taken upon itself in recent days a more technical atmosphere. A short time ago almost all advertisements for upholstery and bedding made a direct appeal to the senses. Copywriters dwelt upon the joy of the fireside, how it was enhanced by the luxurious easy chair, and how the occupant of that chair might enjoy "the deep dream of peace."

That angle of appeal is admirable for certain types of reader. Copy that appeals to the senses is being used to-day with excellent effect but it has, at the same time, been discovered that the practical housewife who is, after all, one of the principal buyers of this type of article, requires something more concrete. Thus to-day's advertising for articles of comfort may be divided into three distinct classes: (a) the appeal to sheer laziness, (b) the appeal to the housewife by showing practical advantages in the article advertised, and (c) the general appeal on the grounds of health.

The Appeal to Laziness

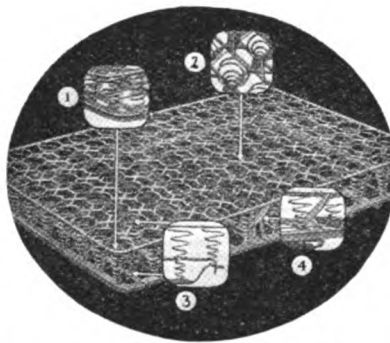
One of the cleverest appeals to laziness has been made by the well-known Buoyant chair advertisements. The sketch of the man whose legs alone are visible appeals from the point of view of relaxation. "Any Excuse will do" is a typical headline, and the copy carries out the theme that it requires only the flimsiest of excuses to keep a man in his Buoyant chair for a few minutes longer. One of these advertisements concludes with the words "Never before has human fatigue been so pampered and indulged," and this is the keynote of the whole campaign.

A splendid example of the appeal to the practical mind of the housewife is shown in the Simmons advertising. Here the copy deals with the technical side of the article's manufacture; by clear illustrations and in simple words the advantages accruing from certain points of construction are explained. The makers of the Ace mattress realised that certain sections of the public are not content with being told that a mattress is comfortable and well-made. They therefore decided to take the prospect into their confidence, and explain exactly how the article is made and what are the chief points in its manufacture that offer benefits.

To this end the firm showed a large illustration of the mattress, with arrows pointing to the leading features. At the end of the arrows were inserted magnified illustrations of the sections. These sections were numbered and were clearly explained in the subse-

quent text. For instance, it is shown by means of the illustration and text that the mattress has rounded corners that cannot tear the bedclothes; that there are 302 small, sensitive coils (142 more than other mattresses)

shown by means of two illustrations. One shows the sleeper on the sagging article, with body curved in the middle and looking exceedingly uncomfortable. The other sketch shows the sleeper on the advertised mattress, in



The **ACE** is the finest open-box spring built, yet its lasting comfort costs no more

Until you experience the comfort of The Simmons ACE you cannot know how luxurious and restful it is possible for a bed spring to be. Only in the ACE are 98 sleep main springs supported at right angles with 302 small, lively coils. Thus the main springs act freely, shape to the curves of your body, ease every muscle to relax and rest.

1 Frame has round corners, fitting both straight and bent-bed beds. Will not crack and wear the bedclothes. 302 small, sensitive coils—142 more than in any other bed spring—give the main springs all the support and action. 2 98 deep main coils of tempered springs and wire are made right under the feet for greater resiliency and comfort. 3 Twin stabilizers, Simmons patented, prevent side sway and sagging. Your bed will always look neat.

Twin stabilizers, patented, prevent side sway and sagging. The frame has round corners; built of heavy angle-iron, double-strengthened, it will not twist out of true. The ACE is no higher in price than springs that lack its ease and comfort. Prices: 98/- 3ft. and 3ft. 3in.; 105/- 3ft. 6in.; 112/6 4ft.; 118/6 4ft. 6in.; 130/6 5 ft.

Built for Sleep

"Slumber King"

Built of flexible steel slats, the SIMMONS "Slumber King" has a unique new design which renders it absolutely to the weight of the body. Standard widths for all beds, 3ft. and 3ft. 3in., 66/9; 3ft. 6in., 69/-; 4ft., 71/-; 4ft. 6in., 73/6.

"Perfect Rest"

Hand edges of 1 1/2 in. flexible steel, attached to end angles by extra heavy helical springs. Every movement of the sleeper's body is met by ease, yielding pressure. Standard widths: 3ft., 66/9; 3ft. 3in., 69/-; 3ft. 6in., 71/-; 4ft., 73/6; 4ft. 6in., 75/6.

Leading Furnishers

Everywhere stock Simmons' Sound Sleep Equipment or can quickly get it for you. If any difficulty, write for Booklet No. 2, and name of nearest dealer. SIMCO, LTD., 36, Rotherham Place, London, W.1. Distributors of Simmons' Hygienic Beds, Springs, Mattresses.



SIMMONS

Bed-Springs—Built for Sleep



Two comfort advertisements, illustrating the technical and health appeals

The Mattress that cannot sag

IT IS VITAL to the health of every woman that the mattress she sleeps on shall not sag. This is not a theory; it is not a question of opinion; it is a substantial fact, borne out by every medical man.

THE correct posture for sleep is with the body lying flat, limbs outstretched and supported equally everywhere. Thus and thus only will the nerves be induced to relax and sleep come easily, naturally and beneficially.

STAPLES Mattresses are to be found in royal palaces and leading hotels all over the world; and many a doctor, seeking a remedy for insomnia and nervous disorders—particularly for his women patients—prescribes a Staples. One secret of the superiority of the Staples Mattress over all others is in the quality of the springs, the finely tempered, lithe, thin, resilient steel springs.

ALL springs look the same, but Staples springs retain their resilience for ever, while others lose it in a few months.

The illustration below shows more clearly than words the folly of sleeping on the sagging type of mattress. The spine is crooked, the digestive and other organs distorted; sleep comes with difficulty and does not bring complete refreshment to either mind or body.

Go and look at your mattress; if it sags, discard it at once; buy a Staples and enjoy the royal luxury of perfect health-giving sleep every night for the rest of your life.

Staples Mattress.
1 ft. 99/6; 4 ft. 6 in. 118/6.
Mattresses in 502, 41 1/2 in.

STAPLES MATTRESS

"We sleep easily and, but never equalled."

Write for "Commonsense Health" Mattress Booklet and Booklet on Sleep of Interest. Booklet No. 2, "At the Gates of London World," the Corner of the Highway Road and the North Circular Road, Tottenham, N. 17, E.

making for greater resiliency, and so on. Every practical point about the construction of the article is shown, and thus the prospect knows all about the "inner workings" as well as the surface appearance. This simple presentation of technical facts is calculated to sell comfort on account of its straightforward manner.

Then comes the appeal to health. Hygiene is a useful mode of appeal for many types of article, but in the selling of comfort it has a very definite possibility. This angle has been well exploited by the manufacturers of the Staples mattresses. The theme of this campaign is that the Staples article cannot sag in the centre. It is stated that the mattress that sags will make the spine crooked and the digestive and other organs distorted. Sleep is averred to come with difficulty and to bring incomplete refreshment to the mind and body.

The comparison between the Staples mattress and the mattress that sags is

which the springs depress according to the shape of the body and the spine is kept perfectly straight. The appeal has force, and the opinion of medical men is brought in to support the statements made.

These three angles appeal to certain classes of reader and the angle adopted must, of course, depend to a great extent upon the medium for which copy is being written. Copy, for instance, which appeals to the lazy instincts would have little effect if used in a paper read by practical housewives.

Comfort may, on first consideration, appear to be one of the easiest selling propositions. It is a subject upon which it is possible to expound at length. This is, however, one of the greatest difficulties in the drawing-up of comfort-selling copy. It is possible for the subject to run away with the copy-writer who, by his verbosity, can easily confuse the issue and tire the reader.

The First Photo-Radio-Advergram

Full Story of an Historic Event—Simultaneous Publication in Two Continents

THE simultaneous publication of the first photo-radio-advergram in New York, Philadelphia, London and Paris, by John Wanamaker, the great storekeeper of New York and Philadelphia, would undoubtedly have attracted a wider public attention but for the fact that it took place on the very eve of the general strike.

The Wanamaker "advergram" was transmitted via the Radio Corporation of New York to the Marconi Company of London during the night of May 1-2. It consisted of a display advertisement, 21 inches long by 5½ inches wide, containing two illustrations and some 500 words of letterpress. Transmission was done in four sections, photo-radiograms or pictures. Unfortunately the final section was delayed by unforeseen circumstances, and as a result the advertisement as it first appeared in the May 3 issue of *The Times* and *Daily Telegraph* was not quite as planned. On the following day, however, the complete advertisement, as wireless, appeared in the *Morning Post*, the transmission of the delayed portion having been successfully accomplished the previous afternoon. This is reproduced herewith.


At noon on Saturday, May 1, the Marconi Company reported that the advertisement was beginning to come through and the result could be expected in about an hour. By this time the London Press Exchange, Ltd., had completed arrangements for the advertisement to appear in the Monday issue (May 3) of *The Times*, *Daily Mail*, *Daily Telegraph*, *Daily Mail* (Continental Edition), *New York Herald* (Continental Edition), and the *New York Tribune* (Continental Edition), providing, of course, that the copy was received in time for the plates to be made and delivered to these newspapers.

Where Delay Occurred

Alive to the possibilities of the "photo-radiogram" service, the London newspapers sent representatives to interview John Wanamaker's London manager at the firm's offices in Pall Mall. All of these were given the full facts and, on the authority of the Marconi Company's report, were told that the advertisement was even then being passed through the ether from New York and being picked up by the Marconi Station in London. Up to that time everything had gone quite smoothly, but then began a period of delays and disappointments.

An hour passed, two hours, four hours, and the expected "photo-radiogram" had not arrived. Exceptional pressure of business, caused by the number of news pictures being transmitted and other circumstances, delayed its arrival until six o'clock in the evening. And then—but a single "photo-radiogram," representing one section only of the photo-radio-advergram!

In response to telephone messages the Marconi Company reported that they had been in communication with the Radio Corporation of America, who stated that three more "photo-radiograms" had been received from John Wanamaker, New York, for transmission to London, but that the first of these could not be expected before midnight. This, it was explained, was due to the fact that a



John Wanamaker New York

FIRST PHOTO-RADIO-ADVERGRAM

FROM JOHN WANAMAKER NEW YORK
TO JOHN WANAMAKER LONDON

via The Radio Corporation of America to
the Marconi Company of London

PUBLISHED SIMULTANEOUSLY
IN LONDON, PARIS, NEW YORK AND PHILADELPHIA

"The Atlantic ocean in our thoughts is not half as wide as it used to be," wrote John Wanamaker in 1919, "the balloons travelling over it, and the airplanes, and the visions of inventors and engineers and the Columbuses who are exploring the air, altogether have created the belief that the whole world has come to be neighbors." It was the age of Kipling's "Night Mail."

Came then a greater magic—the radio

In 1922 Wanamaker's which had received Marconiograms on top of their buildings as early as 1907, began radio broadcasting—our program being heard in Europe.

December 10, 1923, the Wanamaker station, W.O.D. transmitted for the first time across the Atlantic the voice of a president of the United States, the Harding Memorial address of President Coolidge.

March 18, 1924 the first story radiophone communication from house to house across the sea was from John Wanamaker New York to John Wanamaker London.

Now comes the photo-radio advergram

"Retious hat will be radiated to you in New York Friday" reported the London house of John Wanamaker last week. It is no flasher through the air 3000 miles over the ocean and published in the Wanamaker advertisement the same day, the hat being reproduced in the Wanamaker stores for American women while it is still new in Paris.


Today we reverse the process. We publish simultaneously in London, Paris, New York and Philadelphia, this advertisement set up in type and illustrated in New York—photographed and radiated to London and thence to Paris—published the same day in the metropolitan of two continents.

The magic of radio! What is it?

John Wanamaker's life-long friend, General Booth, now in New York, would no doubt call it not magic, but the natural expression of a spiritual force. Edison would, of course, term it electrical—using us as the same time that no one knows what electricity is. The Prince of Wales would say that radio expresses that spirit of business which seeks to order the British Empire—that quick, intimate, contact of mind with mind engaged in mutual service leading to a better understanding and more good-will among all people.

Beyond the mere broadcasting of merchandise, or even of business announcements designed merely to sell, the merchants will find the radio of great service in building not only names and reputations and good-will, but in linking country with country, people with people—to the end that all may live and work together peacefully and happily.

In the business of living we can now live to himself alone!



John Wanamaker Philadelphia

strict priority was being exercised on the American side because the news interest created by the inauguration of the "photo-radiogram" service had led to large demands being made upon the service by the English Press.

Despite every effort made by John Wanamaker's representatives in New York, such was the congestion of picture traffic that at 4 p.m. on Sunday one section had still to be transmitted. Faith was kept by the Press by substituting ordinary letterpress matter for the missing section, rushing through the process of stereotyping, and delivering the plates by special messengers to the London newspapers concerned. An aeroplane carried the duplicate plates for the Continental newspapers and arrived in Paris from Croydon at 7.15 p.m. The next morning the first photo-radio-advergram appeared simultaneously in the capitals of two

countries, the same copy appearing also in New York and Philadelphia. Except for the compromise rendered necessary by the delay in transmitting one section and by the inability of the *Daily Mail* (London Edition) to appear, owing to the strike, the campaign was carried out as planned.

The photo-radio-advergram campaign was carried out for John Wanamaker by Editorial Services, Ltd., who called upon their associate Company, the London Press Exchange, Ltd., to make all the necessary arrangements for space-reserving, block making, etc. A special service of artists and stereotypers was maintained throughout the week-end.

1846—1926

"Daily News" No. 25,000—Advertisements that appeared 80 years ago

ON Wednesday the *Daily News* published its 25,000th issue.

The announcement of the birth of the new paper was made in *Punch* on December 27, 1845, and the first number appeared on the opening of Parliament in 1846, with Charles Dickens as editor.

On Wednesday last, the *Daily News* published in a double column announcements from the first six advertisers who appeared in the first number of the paper in 1846. These included the Chappell Piano Co., Ltd., Holloway's Pills and Ointments, Atlas Assurance Co., Ltd., Keith Prowse & Co., Ltd., and the Lyceum and Drury Lane Theatres.

The advertisements of the Lyceum and Drury Lane which appeared in 1846 were reproduced by the side of the current "smalls" of the two theatres, in order to give a comparison of the two types of advertising.

Another interesting advertisement in the *Daily News* on Wednesday was that of Pool's Advertising Service, Ltd. Pool's have been advertising in the paper since 1864. It was in that year that Mr. Charles Pool, the pioneer spirit of the firm, severed his connection with the *Daily News* and launched out in what was then a comparatively unknown profession.

Use of Real Photographs in Publicity

Mr. Arthur Frederick Sergeant, the managing director of Messrs. Lilywhite, Ltd., writes a very interesting article on the "Use of Real Photographs in Publicity," in Part 16 of *Modern Advertising*, just published. He tells how photographs may assist sales when used in many different ways—for business cards, folders, purse calendar, blotters, showcards and so on.

This issue also contains an interesting eight-page article by Norman Hunter on "Advertising a New Product," and a further instalment of the informative series on Types and Type Faces, by Mr. C. Maxwell Tregurtha.

Another Advertisement Competition

The *Daily Mail*, on May 22, published the particulars of its third competition for amateur advertisement writers. The firms for whom competitors are invited to design advertisements this time are Godfrey Phillips, Ltd. (Empire Tobacco), Spratt's (Dog Foods), L.G. Sloan, Ltd. (Waterman's Pens), and Harpic.

Two Types of Typography

A Comparison of American and Austrian Methods—Competitions for the Public
By Jack Bride

THERE is a French proverb which says: "Comparison n'est pas raison."

Comparisons are, however, still the best—in fact the only—means of ascertaining differences and of drawing conclusions of real practical value.

It is for this reason that we attach great importance to the results of advertising competitions in two widely distant countries, the United States and Austria.*

Our friend, Heer Machiel Wilmink, editor of *De Reclame* (Rotterdam) and one of the best experts on modern typography, described the two competitions in his paper.

In April, 1925, the *New York Times* instituted a competition for the typographical presentation of a series of claims, mentioned to competitors.

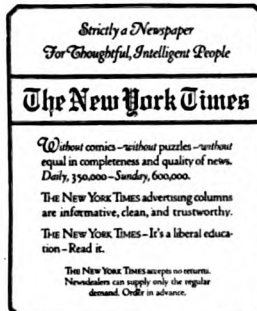
The *New York Times* is one of the few American dailies discarding all the sensational news, being satisfied to be an accurate and steady recorder of events. Technically it is extremely carefully set up, both as far as reading and advertising matter are concerned.

The copy the advertisement had to contain was as follows. The order in which the claims were presented was left to the contributor:

The manner in which this copy has been handled—not by the *New York Times* advertising department, but by the public, will give us an insight of the general taste in typography.

The decisions were given on counts

The third advertisement simply mentioned in panel form first the name of the paper, then "*Strictly a Newspaper*" next, and, last, the statement qualifying the standard of its readers. The remaining



Typography efforts submitted in connection with the American competition.

in the following order:—

- (1) The advertising value—how each part of the message took its right place in the "ensemble," leaving the correct impression as to the importance attached to each of them.
- (2) The taste in lettering and layout.
- (3) The practical possibility of using the advertisement and the reduction in mechanical loss of time.

Let us take the first headline.

selling points are mentioned in small type—as if the three labels should have sufficed as inducement to read.

The dignity of these, as well as of most of the innumerable other entries to the competition, is a matter to be remembered when examining the second competition.

In this case the promoters were a firm of typefounders, H. Berthold, of Vienna, and once again only the letters and signs existing in the catalogue of the typefounders in question were to be used.

We are confronted with a conception, not only different, but indeed absolutely opposed to that we have met in the American efforts.

No copy was imposed and the grouping of type masses can therefore not be compared. But as Mr. Wilmink says, "When examining these specimens, it strikes one how, in the spirit of our time, the idea of typography has been stretched. Yes, we go further; this is no typography at all, but an effort to imitate commercial art by the use of typography."

This is true not only in Austria, but also in Germany, and we often receive letters whose "modern" heading is so involved—in an attempt to be original—that it becomes unreadable.

The two first prizes went to "Odol" and to "A.E.G. lamps," and on consideration it becomes apparent that heavy blacks and no copy is the chief note. These two conform to the rule of attracting attention and making the product known. But they lack the element of "creating desire." These advertisements are purely name publicity.

The third advertisement belongs to the type which is dangerous, as it quickly becomes unreadable, although, in this case, we have only to do with a specimen of the mild variety.

(Continued on page 318)



Three of the specimens sent in for the Austrian competition

For intelligent, thoughtful people. Strictly a newspaper.

Without comics, without puzzles, without equal in completeness and quality of news.

The advertising columns are informative, clean and trustworthy. It is a liberal education.

Read it.

Daily 350,000; Sunday 600,000.

The *Times* accepts no returns. News dealers can supply only the regular demand—Order in advance.

"For" is almost needless—it could as well be "All" or "To" or not be there at all. Therefore: small.

But the real headline is "Intelligent People" to which in an effort to define more exactly the readers it should appeal to, the word "Thoughtful" has been added in italics.

In the second and third advertisements, the same thought has not been given to the headline.

The simplicity of border and the extremely well-balanced masses of types no doubt tipped the balance in their favour.

The second prize went to a simple statement of facts, the two first words printed in italics being negative assertions: "without comics, without puzzles."

[* See also the article on a German Advertising competition in our issue of August 28, 1925, "Finding the Taste of the Public in Advertisements," page 356.]

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

A British Shopping Year

SIR,—With the experience of several Shopping Weeks to rely upon, one can hardly arrive at any other conclusion than that six short working days are insufficient for the fully successful promulgation and lasting effect of a Shopping Week.

Only too well the organiser of such an event knows how difficult it is to secure the whole-hearted co-operation of the majority of shopkeepers, even if national advertisers support their retailers; and when it takes anything from three to six weeks' hard work before sufficient interest is infused into the hearts and minds of those who are to sell the goods, surely, only a week's actual selling is far and away inadequate in proportion to the time spent in preliminary organisation.

For the public to be fully sold on even so important a proposition as the British Empire Shopping week, it is necessary to advertise to them for a considerable period both before and during the celebration—particularly during the celebration—and as most Shopping Weeks have as their most important publicity medium the local weekly Press it is obvious that six working days are all too short in which to impress the public.

Many localised British Empire Shopping Weeks had been arranged for the disastrous six days commencing with Monday, May 3, and those enterprising shopkeepers and national advertisers who had supported this most important National event must have experienced keen disappointment at the distractions offered by such an unwelcome situation.

But while it is pleasing to record that even the general strike, after its first staggering blow, did not materially affect the call to Buy British Goods, it is surely a wise policy to carry the object of this particular Shopping Week Movement still further, and make it a Shopping Year, thus creating a demand for British Empire Goods that will last throughout 1926.

With this end in view is it too much to expect that the national and especially the Local Press will sponsor the movement and continue to emphasise the fact that by purchasing British Goods—not for a

single week, but at least throughout the present year—the trade of the country will experience a quick revival and more work will be found for the already growing army of out-of-works—many of whom have only to thank the prevailing conditions and not themselves for the position in which they now are?

AN ORGANISER.

The Post-Strike Position

SIR,—I have read with great interest, in the current issue of ADVERTISER'S WEEKLY, the views of various directors and advertisement managers of the Press on the subject of "The Post-Strike Position in Advertising." I was specially impressed with the marvellous roseate tints they have so lavishly used, but in spite of every desire to sing in harmony with so fine a chorus, I find it impossible because of my inability to overlook "Coal."

The recent historical industrial earthquake commenced in the pits, and the mines still remain "shut down." How can industry and the vital productive trade of the country be normal or healthy so long as it is deprived of its basic food—Coal? Coal is as necessary to productive industry as is bread and water to human existence.

So long as one million miners, who, with their wives and families represent five million souls, remain workless, the country and productive industry generally must perforce continue to be sick. Once the chronic mining trouble is settled—as one day it will be—and the returning miners know they will receive a decent living wage for their hard labour, then I shall be glad to join enthusiastically in the chorus, and with good reason, for peace in the mines will lead to a genuine trade revival, such as the country has not experienced for many a long day.

M. POYSER,
Advertisement Manager,
Daily Herald.

The Advertising Club

SIR,—Despite the fact that the Advertising Convention and the general strike interfered with the progress of organising

the new club, we are pleased to report that the lease for the premises, 3, Cursitor Street, Chancery Lane, has been drawn up and estimates for decoration and furnishing are in hand. A number of distinguished men in the newspaper and advertising business have agreed to take up a substantial amount of debenture stock in the company that must shortly be formed.

Applications for membership are continuously being received, and the committee desire to reiterate that subscriptions although payable now will actually date from the opening of the premises. Those who are paying their subscriptions in advance are rendering a great assistance to the club, and those who have not made application for membership are urged to do so quickly. It is probable that by the opening day the club will have practically its full quota of members. Within a few weeks from now more definite news as to the opening date should be available.

W. H. HARFORD,

Chairman, pro tem.

EDWARD J. TRASH,

Hon. Sec. of the Advertising Club.

Temporary address: 3, Arundel Street, Strand.

Photography and Advertising

SIR,—My attention having been drawn to statements in your valued paper regarding the use of photography in connection with cigarette publicity, and in which Mr. Greenly and Mr. A. F. Sergeant are mentioned as the first to use such a medium for this purpose, may I, through your generosity, state the following facts? In 1911, I photographed every member of Pellisier's famous Follies, with the exception of Mr. Pellisier, who was called back to London owing to a certain happy event in his family circle, and the illness of his wife—Miss Fay Compton. One of these pictures showed Miss Ethel Allendale lighting a cigarette by leaning over a table lamp, the illumination of the figure being provided by the lamp only. The result was very striking and the picture was used at once as an advertisement for Messrs. Sinclair's (Newcastle) "Grainger" cigarettes. Shortly afterwards I executed another advertisement for Messrs. Sinclair which showed an aged coal-miner in the act of filling his pipe with twist tobacco, the miner's lamp being, in this case, the

(Continued on page 312)

SIR CHARLES HIGHAM

and his Efficient Advertising Organization

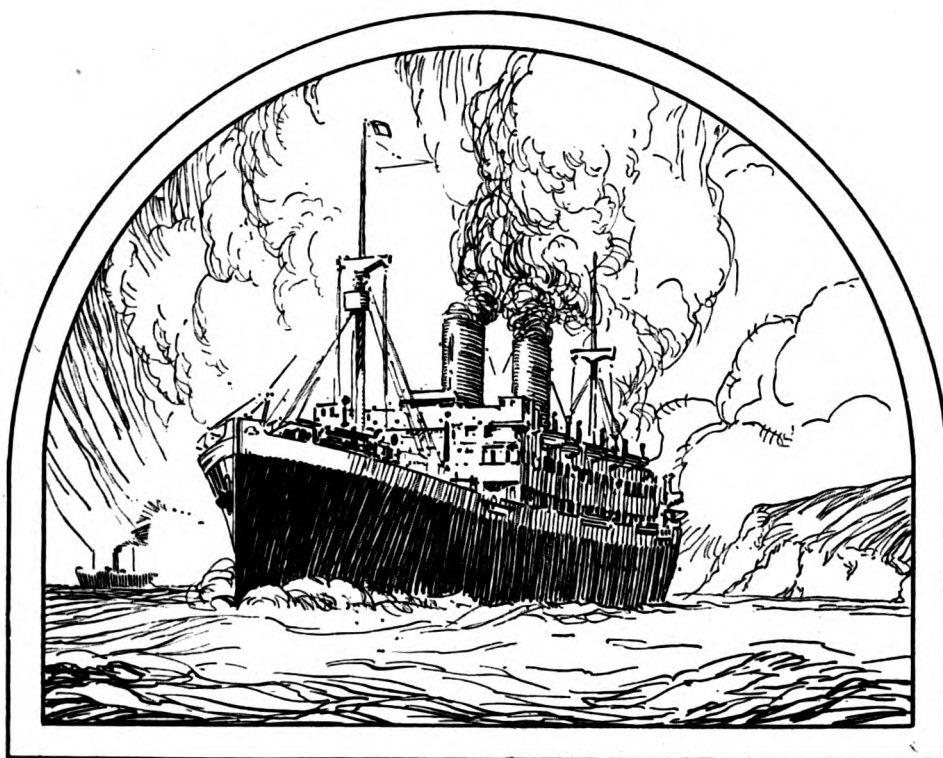
WANT MORE ACCOUNTS

so they advertise for them—which is the cheapest and quickest means of getting them

Address:

IMPERIAL HOUSE, KINGSWAY, LONDON, W.C.2

CHARLES F. HIGHAM LTD.



Travel Advertising

THE advertising of holiday resorts, hotels, and spas shows a steady increase from year to year in *The Times*. No other newspaper carries so large a volume of this class of advertising.

The readers of *The Times* are those who travel most—from which it follows that they are those who *spend* most. Hence the volume of travel advertising is an index to the power of *The Times* in selling goods of every kind.

THE
ADVERTISEMENT MANAGER
The Times
PRINTING HOUSE SQUARE
L O N D O N . . . E. C. 4

Ad. News in Brief

Interesting Advertising Wedding—Many Business Changes—
Post Office Allows Drink Advertisements

Severed Connection

Mr. Jos. d'Orth Winterhoff informs the WEEKLY that he is no longer connected with the *Jewish Graphic*.

Important Leeds Appointment

Messrs. Russells (Publicity), of Leeds, have been officially appointed by the Leeds Tercentenary Celebrations Committee to manage and equip the Industrial Development Exhibition, organised by the City of Leeds in connection with the Leeds Tercentenary Celebrations, this year, from July 12 to 17.



Mr. E. J. Galliano and Miss Ethel D. Seward, who are to be married on June 5, at St. Etheldreda's Church, Holborn

A New Business

Mr. Stanley Baxter has recently resigned his directorship in Chelsea Studios, Ltd., and is now established at 1, Bloomsbury Court, High Holborn, W.C.1.

Change of Name

Messrs. Newton & Co., advertising agents, 607, Tower Building, Liverpool, announce that in future their business will be conducted under the name of Newton, Griffiths & Co. No change in management is being made.

A Review Number

Chemistry and Industry on May 7 published their book review number. Seventeen pages were devoted to reviews of new books dealing with the chemical industry, and several pages of publishers' announcements were carried.

Changes of Address

The *New Leader* and *Socialist Review* editorial and business offices have moved to new and larger premises at 14, Gt. George Street, Westminster, S.W.1.

The Stanhope Press, Ltd., have moved to Love Lane, Rochester, Kent.

Morecambe Carnival

Arrangements are now being made for Morecambe's eighth annual Carnival, which will be held from September 11 to 18 this year. Mr. W. Hargreaves Bennett, advertising manager of the *Morecambe Visitor*, is again the Hon. General Secretary.

£145,000,000 on Advertisements

The advertising director of the American Newspaper Publishers' Association testified at a Federal hearing that the newspapers of the United States carried during 1925, 725,000,000 dollars' worth of advertising. Of this amount, he calculated that 500,000,000 dollars had been spent on advertising of a local nature.

Change at Hull

Mr. Harry Howard, who was connected for over sixteen years with Goddard's Advertising Agency, has now joined the staff of the *Hull Daily Mail* and Hull Times Co., Ltd. We understand he is organising an Idea, Copy and Layout Service Department.

Leipzig Dates Coincide

It has now been decided that the Technical Fair at the International Exhibition at Leipzig shall close on the same day as the General Sample Fair, that is, on September 4. Both events commence on August 29.

Slogan Competition

During the recent Jersey Shopping Week, Messrs. Beghin's, Ltd., boot and shoe dealers, organised competitions for the best slogans and essays describing their business. The efforts were judged by the Jersey Advertising Agency.

A Misunderstanding

With reference to a paragraph in our issue of April 30, with regard to a page advertisement that recently appeared for the Waverley Book Co., Ltd., we should have made it clear that the advertisement in question was planned and written by the Waverley Book Co., Ltd., while the Carlton Studios contributed the excellent art work to their instructions.

Wyman's Report

Messrs. Wyman and Sons, Ltd., in their report for 1925, state that the net profit for the year, after providing for depreciation, directors' salaries, and all charges except on capital, amounts to £62,390 8s. 2d. It is proposed to pay a further 12½ per cent., less income tax, upon the ordinary share capital, making 20 per cent. for the year. £12,000 is added to the reserve account.

Carreras' 30 Per Cent.

The directors of Carreras, Ltd., have declared an interim dividend on the ordinary and "A" ordinary shares at the rate of 30 per cent. per annum free of income tax for the half year ended April 30, payable June 19. A half year's dividend on the six per cent. and seven per cent. preference shares will also be paid on the same date.

Second Display Convention

The Second National Display Convention is to be held at Oxford from September 6 to 8 inclusive. Balliol College has been secured for the use of the Convention, which will consist of lectures and demonstrations on all matters which pertain to window display. Full particulars can be obtained from the Convention secretary, Oxford and District Display Association, Y.M.C.A. Building, George Street, Oxford.

Praise from America

Telephony, America's telephone journal, speaks very highly of the advertising being placed by the Telephone Development Association of England. It states that "the co-operation of the elements united in the Telephone Development Association has furnished an effective argument as to what efficient, concerted action can accomplish."

Wireless Valve Campaign

The Mullard Wireless Service Co., Ltd., has instituted a campaign for the new "P.M.2" power valve.

Grocery Publicity

"The Grocer and his Advertising" is the title of one of the special articles in the *Grocers' Year Book* (J. & B. Dods-worth, Ltd., 2s. 6d.). The article is written by Mr. C. L. T. Beeching, the Secretary of the Institute of Certificated Grocers, and it deals in detail with the many ways in which advertising can be made profitable in its special application to grocery.

On Blackpool Pictures.

The excellent illustrations of the scenes at Blackpool during the Convention which we used last week were taken for us by special arrangement by the photographic staff of the *Blackpool Gazette and Herald*. The courteous and efficient collaboration of our contemporary calls for special acknowledgment.

The Kauffer Calendar

By a slip of the pen, for which we desire to apologise, we stated last week, in referring to the Blackpool Printing Exhibit, that "it is rather curious that this year Mr. Kauffer himself should not be represented at all except by his delightful calendar for T. B. Browne, Ltd." The calendar was really for T. B. Lawrence.

Pushing A Shopping Week

In connection with the Hammersmith and Shepherd's Bush Shopping Week recently, the Hubert Cunningham Service prepared a very artistic official handbook, of which 50,000 were distributed. The whole of the work of securing advertisements and editorial matter was completed within four weeks. Prizes were offered for selecting the six best advertisements in the handbook.

New Appointment

Mr. H. Casaubon Derwent, Managing Director of the Bradford and District Newspaper Co., Ltd. (*Yorkshire Observer*, *Bradford Daily Telegraph*, and associated newspapers), has appointed Mr. Frank Harold Timperley as assistant manager. Mr. Timperley has been associated with the *Bradford Daily Telegraph* for over thirty years, for the greater portion of this time as chief in the publishing department.



Mr. F. H. Timperley

Drink may be Advertised

Alcoholic beverages may now be advertised in post offices and telephone cabinets. When the system of allowing advertisements in post offices was started about three years ago a ban was set up against "hard drinks." This led to protests, and towards the end of last year wine advertisements were accepted for insertion in books of stamps. The Postmaster-General has now decided to extend the system to post offices and telephone cabinets.

The Morning Post

has reduced its price to

ONE PENNY

THIS STEP, which is of great interest to all advertisers, has been taken to meet the need for a penny daily paper espousing staunch and definite Conservative principles.

The change of price will enable the *Morning Post* to extend still more widely its influence and circulation. There will be

No Change in quality, character or size

The aim and purpose of the *Morning Post* is to become in the truest sense

A NATIONAL NEWSPAPER

No appropriation should omit

The Morning Post

ONE PENNY

MORNING POST BUILDING

346, STRAND,

LONDON, W.C. 2.

Telephone : City 1500

PERCY WATSON,

Advertisement Manager.

Selling a Town's Advantages

The Work of Chambers of Commerce—How it Should be Undertaken—Following up an Advertising Campaign

"If a chamber of commerce, commercial club, or similar organisation is to fulfil its purpose effectively it must have the good will and respect of its own membership and of the general public."

THIS truth is clearly exemplified by Glenn C. Quiett and Ralph D. Casey in *Principles of Publicity* (D. Appleton and Co., 10s. 6d. net). It is pointed out that such good will and respect can be engendered by the right kind of service and the dissemination of truthful information concerning the working of the organisation.

The success of a chamber of commerce, say the authors, in aiding in the development of a community depends upon the spirit and character of the city's residents, upon the worth of its local government and the qualities of the chamber membership. It depends also upon one other thing: a sane and effective publicity programme. Interest must be created in the projects and accomplishments of a chamber of commerce or it does not reach the goal of effective service.

Activities

The chamber of commerce finds it profitable to keep its membership and the public informed in order to hold their good will. But it has still another interest in publicity. Publicity is also the means of informing a particular section or the country at large concerning the scenic, recreational, business, industrial or agricultural advantages of the community the chamber serves. A chamber of commerce that has built up a solid body of support through years of exceptional service pays relatively more attention to this promotion than to the publicity which seeks to obtain support within the community for its programme and activities.

The staff of an active chamber of commerce will keep readers informed of its activities and will herald abroad the community's advantages, using the local newspapers, newspapers with sectional or national circulation, booklets, trade and class publications and general magazines. The house organ is designed to provide a regular means of keeping the member in touch with the chamber.

Use of Local Publicity

A chamber will sometimes undertake advertising campaigns on either a local or national scale. Advertising in local newspapers may be designed to obtain new members; get the community to support a campaign for a new hotel, auditorium or other community asset; educate the public to the use of articles manufactured in the community; or to support some other activity sponsored by the chamber. Advertising on a national scale is planned to bring tourists or settlers to the community, or interest capital in the commercial or industrial opportunities of the section.

Adequate newspaper stories of a chamber's work have more publicity value than the ordinary mimeographed "news letters" mailed out every week or month by the chamber of commerce secretary. Frequently the contents of

such "news letters" belie the name, containing only an editorial statement of the advantages to a community of a chamber of commerce. Preaching in the guise of news gains few converts.

The chamber of commerce in a large city employs a publicity man or has a publicity staff organised as a department or bureau, the members of which are former newspaper men or magazine writers. A publicity man will be intimately acquainted with all the activities of the chamber and as well informed concerning the history and resources of the community as any official of the chamber.

The publicity staff will prepare material for the local newspaper and other media. The writing of magazine articles, the preparation of booklets, leaflets and other printed material distributed by the chamber, the accumulation of good photographs illustrative of the community, its resources, and scenic surroundings—these are some of the tasks assumed by the publicity staff.

Should the chamber desire to engage in a sectional or national advertising campaign, the publicity director will play an important part in awakening the community to the need of this type of promotion and, when funds have been raised for the campaign, he will co-operate with an advertising agency in preparing the copy for insertion in newspapers and magazines. He will be required in all probability to engage in promotional work of various sorts in connection with the campaign.

Bidding for Tourists

The tourist and conventions bureau is the inspiration for an unusual output of news, especially if the city is actively bidding for tourists and conventions and is in competition with other communities for this business. It is necessary to acquaint the public with the results of the campaigns; and if a large sum of money has been spent to advertise the advantages of a community, contributors are keen to know the results of their giving.

More Advertising Men Pass the I.S.A.C. Examination

By Thomas Russell (*President of the Incorporated Society of Advertisement Consultants*)

THE examinations instituted and conducted by the Incorporated Society of Advertisement Consultants in 1925 appear to be having an effect on technical education. A marked improvement is reported in the standard of the answers received and the proportion of successes is considerably higher.

Of those sitting for the Intermediate papers 16 passed, two with distinction, and only seven failed. The Final examination had, of course, a smaller entry, as the standard is severe, but it is gratifying to record that of 11 entrants only three failed to satisfy the examiners, and of the eight who passed no less than three earned the mark of distinction.

The names of the successful candidates were given in the ADVERTISER'S WEEKLY of last week, but the following information will be of interest.

Four candidates (Messrs. Woods, Padbury, Napier and Biles) sat for both Intermediate and Final examinations, and the first and last passed with distinction, Mr. Biles being marked with distinction in both stages. The other "distinguished" candidate in the Final test, Miss M. Russell, passed the Intermediate last year, and in the Final this year gained a higher average of marks per answer than any other candidate. She is a member of the London Press Exchange staff. Mr. Woods, who gained the highest total of marks in the Final, is advertising manager for Messrs. Allen & Hanburys, and will shortly proceed to Australia as their general manager for the southern hemisphere. Mr. Biles, distinguished at both stages, is advertising manager to Messrs. Drummond Bros., engineers, of Guildford.

While the total number of candidates

(34) is disappointing, by five less than last year's entry, there is a greatly improved standard of all-round proficiency. Not only were the examiners able to pass more candidates, but all the work was much better than last year's. Of the ten candidates who failed—seven in the Intermediate and three in the Final—none was discredited. Indeed, the number of qualifying marks in which they were deficient was in no case very large, and all should pass next year. On the other hand, the honour papers, especially in the Final examination, were very considerably above the standard reached by passmen. The honour mark, therefore, indicates real distinction, and could only be obtained by one thoroughly trained and experienced in the business of advertising.

Results justified the policy of the examiners in dividing each stage of the examination into two parts. Last year a single paper of three hours was set at each. This year there were two two-hours' papers in each, and although the standard was certainly not lower, candidates did better. Thanks are due to employers who afforded facilities for the afternoon paper. It is hoped that advertising agents and other firms will encourage their employees to offer themselves for examination next year.

A suggestion by one candidate that the Society should authorise some form of initials by which success could be indicated officially was not considered practicable. Among advertising men, who are alone concerned in the matter, some such alternative between brackets, as "Cert. I.S.A.C. Final Hon.," or "Cert. I.S.A.C. Inter." would be generally understood and the certificate of the Society can always be produced.

MAKING FACTS ATTRACTIVE

THERE is more than one way of expressing facts or thoughts. Dramatists and novelists know this. And advertisers should.

Facts can be put in a self-opinionated way. In a dull way. In an interesting "newsy" way—with a composite regard for the reader's point of view.

We always devote a lot of attention to the reader. The product itself is important only in so far as it will serve him. We feel that greater success is to be won by making the reader aware of the desirability of the product as well as of its worth. In this matter of desirability attractive presentation plays a big part. Where cold truth and reason cannot whet desire—grace, imagination, humour or emotion *will*.

"Making facts attractive" is, we consider, one of the better ways of making Advertising effective.

MATHER & CROWTHER LIMITED

Modern Advertising

10-13, NEW BRIDGE STREET, LONDON, E.C. 4.

We welcome any opportunity to acquaint business men with details of the Mather & Crowther Service. We invite them to come and see how we do things.

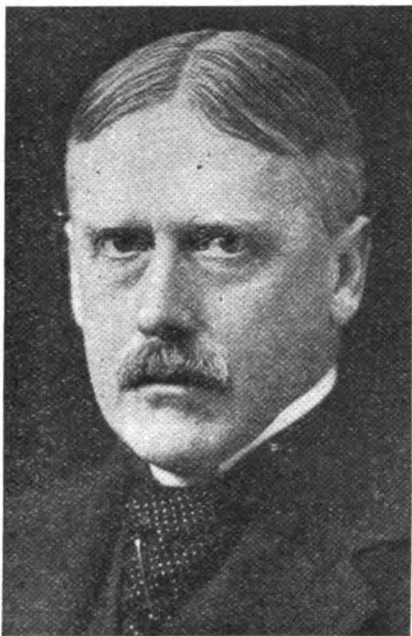
Sales Managers' Conference News

The National Problem To-Day is Selling

Three Prominent Speakers on Aspects of the Problem—Cheltenham Gathering, June 11-15—Splendid Programme

THE annual National Conference of Sales Managers is to be held at Cheltenham from June 11 to 15. It promises to be very well attended for registrations have been received from all parts of the country.

Reservations, which were held up owing to the strike, are now coming in daily, and the honorary general secretary, Mr. Stanley F. Talbot, urges upon intending delegates the importance of making prompt application for registration.



Mr. C. A. McCurdy, who will speak on Government help to Salesmen.

The conference is open to all who are directly or indirectly concerned in the advancement of trade and industry by the most efficient methods of sales-promotion and in raising the standard of British salesmanship.

Subjects that are of absorbing interest to managing directors, general managers, manufacturers, sales managers and advertising managers will be thoroughly thrashed out, and there is no doubt that those who attend stand to learn much by

the pooling of knowledge and experiences.

Among the speakers, Sir Harry Brittain will address the Conference at the Cheltenham Town Hall, on Saturday June 12, at the opening session on "Inter-Empire Salesmanship," while Mr. Clarence E. Bartholomew (deputy chairman of Bryant & May, Ltd.) will address the second Business Session on the Monday morning. The Rt. Hon. Charles A. McCurdy, K.C., has promised to speak on Monday afternoon on the subject of "Can Governments help the Salesman?"

We notice that among the patrons of the Conference are the following well-known names:—Viscount Burnham, Lord Riddell, Rt. Hon. Sir James Agg-Gardner, Col. the Hon. F. V. Willey, Sir Ernest Benn, Sir William Berry, Sir Herbert E. Morgan, Sir Robt. Hadfield, Sir Charles F. Higham, Sir Edwin Stockton, and the Mayor of Cheltenham.

For and Against C.O.D.

Debate at the I.S.M.A.

"C.O.D. Selling: Is It a Good Thing or Not?" was the subject under discussion at the I.S.M.A. dining meeting on May 20. Mr. A. Moore Hogarth, as the founder of Postal Cash on Delivery in this country, spoke on the benefits which he believed would result from the system. He had been interested in the subject for some twenty years, and looked upon it as a part of modern civilisation. In Germany there were over seventy million pounds' worth of cash on delivery during the last period on which a report was made; Denmark had had 70 years of C.O.D., and both Canada and the United States had a large Cash on Delivery trade. Before C.O.D. was instituted in this country we were not on a fair footing with our foreign competitors.

With regard to the marketing of land produce by C.O.D., one of the most important aspects of the system, this was hampered at present by the prohibitive charges being made by the Post Office. The Association were, however, working to get prices down and it was hoped that the rate for small parcels would be reduced from 4d. to 2d.

Every man who was out of work in this country had to be kept by the State, and if C.O.D. was to increase the prosperity of the country, and thus

The Social Programme

A very attractive social programme is being arranged. On Friday, June 11, the opening night, a dinner and dance will be held in the Town Hall, and another on Monday.

The Mayor and Corporation of Cheltenham have invited the delegates to a garden party in the historic and beautiful Pittville Gardens, on the Saturday, and on Sunday morning a special church service will be held in the 11th Century Parish Church of St. Mary.

Other attractions in the social programme include motor tours into the Cotswold villages on the Sunday afternoon, and to Tewkesbury and Gloucester, for the ladies, on Monday morning. On Sunday afternoon, golf competitions are being held at 2 and 6 p.m.

The conference is the second organised by the Incorporated Sales Managers' Association, and promises to be of great interest and importance.

It is essential that intending delegates should send in their registrations to Mr. Talbot at once, and it should be noted that special arrangements have been made for an inclusive charge to cover the entire cost of attending the conference—railway fare, hotel accommodation and both the business and social programmes.

give more work for the individual a great burden would be taken from the State.

He did not believe that C.O.D. would take away trade from the retailer. There was no limit to human desire, and if proper marketing methods were employed, there was no reason why trade should not be extended in this way without the retailer suffering at all. By improving the business of productivity in the country as a whole C.O.D. must make for the welfare of every individual. There was another point. The large department stores had already proved that they could market goods successfully by post, and it would make no difference whether they received cash with order or cash on delivery. He believed that if business men would enter into this thing we might make a much greater success of it than has been done on the Continent.

Mr. Eric Gamage, Chairman of the Association of Retail Distributors, then took up the other side of the question. Mr. Hogarth had failed to give a single concrete fact in favour of C.O.D., and had knocked the bottom out of his case by saying it did not matter to the big stores whether the customer sent money in advance or paid on

(Continued on page 320)

The **SUNDAY CHRONICLE**
The Sunday Journal of the well-to-do

Good and bad Advertising

THERE is one test, and only one, as to what is good advertising. Good advertising is advertising which produces profitable results. Conversely, advertising which is unproductive, insufficiently productive, or unprofitable, is bad advertising. It may be scholarly, it may be humorous, it may be packed with erudition and the concentrated knowledge of the centuries, but if it does not bring profitable results it is bad. It is not enough to know one's subject, one must be able to present it suitably, seasonably, attractively, and place it with judgment and discretion.

Knowledge we must have, but it is not the most brilliant scholar who makes the best schoolmaster. In successful advertising *breadth is of infinitely more value than depth*, and that "one touch of Nature" which "makes the whole world kin" is worth many learned degrees not vitalised by human experience.

DAVID ALLEN SERVICES

Press, Posters, Printing

1, Wardour Street, W.1.

Advertising Schemes and the Lottery and Betting Acts

By F. E. Sugden, A.C.I.S., F.R.Econ.Soc., Barrister-at-Law

MANY appeals have been made for funds by all the London Hospitals. Such appeals for money in certain instances now take the form of Ballots. Naturally some people ask themselves the question, is this way of raising money legal, particularly when made by advertisement?

Advertising is resorted to by business concerns with the object of increasing turnover and popularising wares. Competitions are arranged which under certain conditions are closely akin to the gaming and lottery schemes prohibited by law. Frequently lotteries appear in the form of competitions. In such a case the competition must not depend entirely upon chance. An example may be quoted where a newspaper proprietor offers a sum of money to anyone who predicts the correct number of entrants at an exhibition in a given week. The correct figure must obviously be obtained by careful calculation of previous returns and skill would be necessary to investigate statistical tables. This type of competition consequently would not be deemed to be a lottery.

Missing Words

The case is different with "guessing or missing word competitions," where a newspaper published a paragraph from which the last word had been omitted and the newspaper proprietors invited their readers to cut out a coupon and fill in the missing word. This procedure was held to be a lottery and, therefore, illegal because it was purely a matter of chance.

An example may further be quoted where a person gives tickets numbered consecutively—for admission to an entertainment or as receipts for purchases. The ticket-holder who per chance purchases a ticket with a specific number on it wins a prize; this is also distinctly a lottery.

It is a penal offence for a person or the members of a firm to send advertisements of a betting character to infants, and certain classes of advertisement of a like nature are also prohibited.

There may also be quoted two kinds of unlawful advertisements:—

(1) Advertisements of houses kept for the purpose of betting.

(2) Advertisements of houses kept for the purpose of exhibiting betting lists.

Other Offences

Offences are also committed where there is advertisement of persons who will on application give information or advice with respect to any bets or wagers or will make on behalf of any other person, any such bets or wagers; of advertisements of houses where information or advice with respect to such bets or wagers may be obtained.

What is necessary in the eyes of the law to constitute an offence under the Lottery and Betting Acts? One may mention that money need not be received at the newspaper office, nor need the place of receipt be within the United Kingdom. If the owner of a newspaper carried on in its columns a series of coupon competitions in which prizes were given to persons who correctly guessed the result of impending horse races or football matches. The guesses sent in were to be written on printed coupons and forwarded with a small sum to an address abroad. In such a case the proprietor of the newspaper would be convicted, even though the money was forwarded outside England.

When any placard or advertisement is exhibited or published whereby it is made to appear that any house, office, room or place is kept or used for the purpose of betting with persons resorting thereto or of exhibiting betting lists, or is exhibited or published with the object of inducing people to use the place for betting and also when any circular, placard or advertisement is sent, or exhibited or even published stating that a person either at home or abroad will give information or advice with respect to any bet or wager to be made in a betting-house upon sporting events or will make bets on behalf of others in the above manner is committing an offence.

Similarly any person or company who prints and/or publishes any advertise-

ment or notice relating to any foreign lottery or even relating to any lottery not authorised by Act of Parliament or even a person or firm who prints or publishes any advertisement for the sale of any ticket in reference to chances is also committing a criminal offence. In the case of a company committing an offence obviously one cannot imprison the company but the Court can certainly imprison the members of the company who are responsible for the acts.

An article in a newspaper, favourably criticising a proposal for a sweepstake upon a horse race, and giving information as to the person from whom, and at what price, tickets could be purchased, would not be deemed by the Courts to be publication of a proposal or scheme for the sale of tickets in an unauthorised lottery. But where a person orders circulars containing a proposal for the sale of tickets in a lottery on horse races to be printed, and they are printed and delivered enclosed in envelopes to the person who ordered them, he paying the printer, this will be deemed by the Court to be "publication" to the printers and the person who ordered the circulars would be convicted of publishing a proposal for the sale of tickets in a lottery.

RESORTS HIT BY THE STRIKE

**Hastings Proposes a £4,000
Publicity Campaign to Bring
Back Its Lost Visitors**

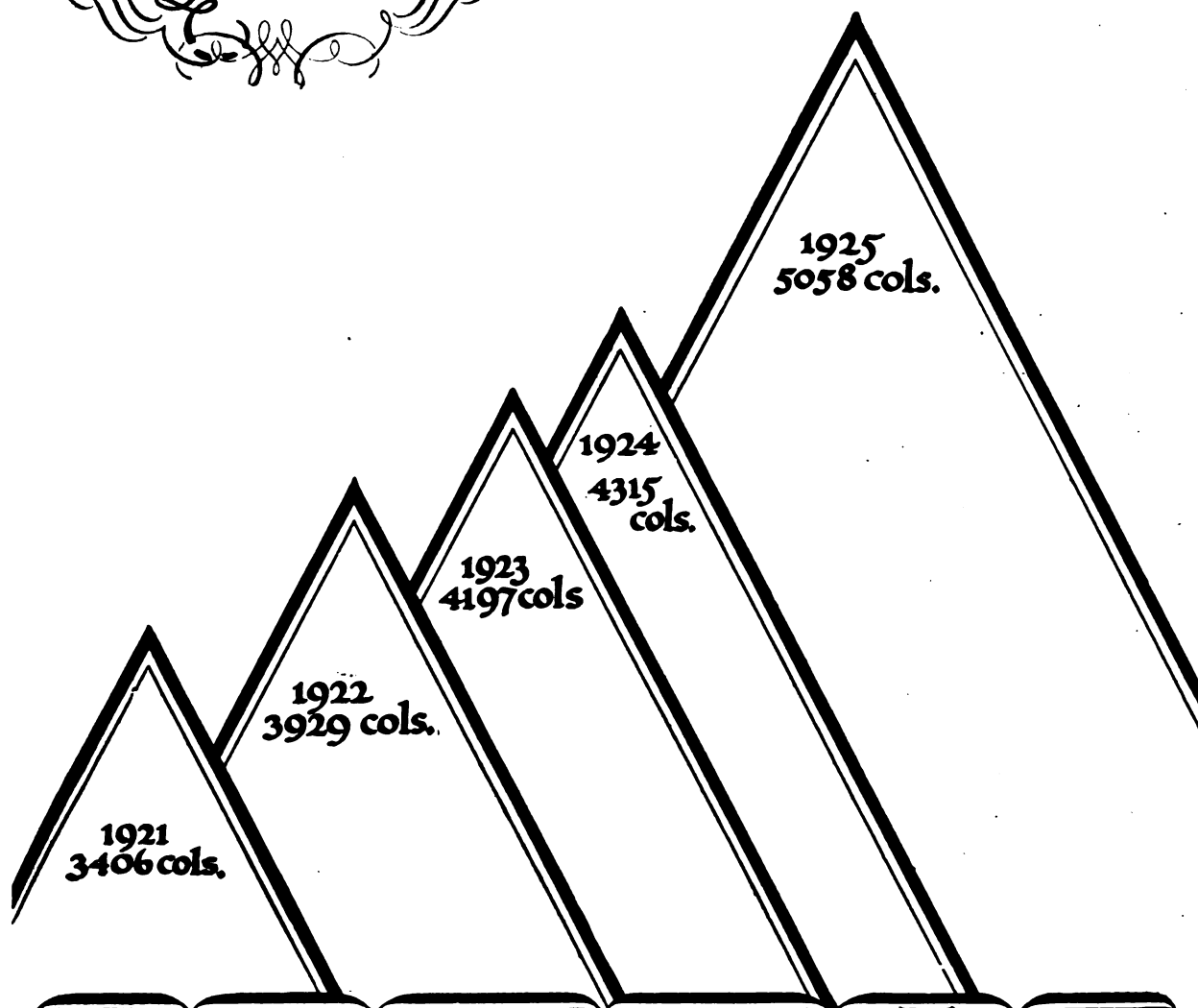
THE Hastings Town Council has decided to give the Borough Association £1 for every £1 the association collects during the current year, and endeavours are being made to bring the amount available for advertising the town this year up to £4,000.

In a leading article, the Hastings and St. Leonards *Observer* points out that Hastings was badly hit by the general strike. It had the effect of driving visitors away from the town and preventing others from visiting it. Moreover, it is recalled that the railways are unable to return to normal services until the coal question has been settled, and towns that rely upon visitors for their daily bread are bound to suffer to a considerable extent.

The Borough Association, at its meeting last week, decided to consider a programme of intensive advertising in order to make up for the loss of visitors during the strike.

It is probable that the town, with the desired £4,000 at its back, will shortly be advertising its possibilities as a holiday resort in all parts of the country.

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track



In 1925 the Sunday Times carried 1,000 columns of advertising in excess of that carried by any other Sunday Journal in Great Britain

Sunday Times

A NEWSPAPER—A MAGAZINE—A REVIEW



do not use
copywriter's
jargon.

A man walked into a hosier's shop recently and said "I want to buy some of your classy neckwear for discriminating buyers."

No, he was not crazy. He was merely quoting the hosier's advertising.

R.N.R.

do not appeal to "discriminating buyers" or describe food-stuffs as "delicious." They do not attempt to sell a toilet requisite by describing the raptures which its use induces in the breast of some third-rate actress. R.N.R. have never "eliminated" anything in their copywriting lives!

R.N.R.

write in the sane, sensible, straightforward, sincere and forceful manner that you would expect from an Agency with their knowledge and ability—and the public responds to their common-sense appeals.

If you are weary of seeing your goods described in copywriter's jargon, ring up—

Ruddock, Noller & Ruddock,

Specialists in the planning and placing of advertisements,

**3, OLD JEWRY,
CHEAPSIDE, E.C.2.**

Telephone : Central 4202.

The Press in the Strike

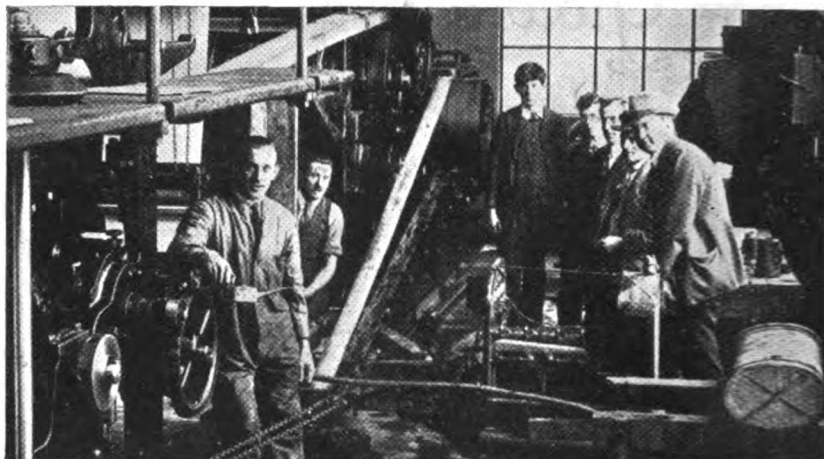
—Later News

Printing the "Daily Mirror"

One of the first illustrated news sheets issued during the strike was the *Daily Mirror*, printed by Messrs. Leighton & Lonsdales, Ltd., High Holborn, and published on May 7. It was a single quarto sheet, with photographs on the front page and news on the back.

"Observer's" Two Issues

As mentioned in the ADVERTISER'S WEEKLY Emergency Bulletin No. 2, the *Observer* on Sunday, May 9, published a small typewritten sheet. On the same day, however, the *Observer* published a larger sheet printed with news on both sides. More than 60,000 copies of this issue were published.



PRINTING BY FORD ENGINE—Deprived of power by the Swindon Corporation, the publishers of the "*Evening Advertiser*," "*North Wilts Herald*" and "*Swindon Weekly Advertiser*" coupled a Ford car engine to a two-roll rotary press, and thus maintained production

Printers Leave Union

The *Dundee Advertiser and Courier* announced last week that over 60 employees had applied for re-instatement on a non-union basis, having severed their connection with the union.

Appeared as Usual

We learn that the *Burton Chronicle*, *Burton Evening Gazette*, *Weston-super-Mare Gazette*, *Salisbury and Winchester Journal* successfully produced normal issues during the strike.

Only Few Hours Late

The *Furniture Record*, although unable to appear on May 7, was able, with the co-operation of the whole administrative staff and the printers, to produce a 48-page paper, containing a large amount of advertising, on Saturday morning—only a few hours late.

Big Demand for Space

On Saturday, May 15, immediately after the strike, the *Blackpool Gazette and Herald* published a 16-page, 7-column paper. The demand for advertising space was enormous. On the following Tuesday and Thursday the paper contained two special pages, which could have been doubled if space had been available immediately.

The Strike in Sheffield

The publication of the *Sheffield Independent* and the *Sheffield Mail* was never interrupted. On May 4 and 5 the *Sheffield Mail* was produced in typescript. The *Sheffield Independent* was printed in the ordinary way every day, but supplemented by typescript editions for the first two days. Later the *Sheffield Independent* and the *Sheffield Mail* appeared entirely in their normal shape, but limited to four pages. On the Wednesday of the second week and for three nights subsequently the *Westminster Gazette* was printed at the Sheffield office.

Emergency Issues

The *Sketch* and *Tatler* both produced emergency issues of 16 pages, combining two weeks and dated May 12 and 19. No advertisements were carried.

An Early Bulletin

The *Wolverhampton Express and Star* was one of the first papers to issue an Emergency Bulletin. They purchased 10 duplicating machines, and on May 4 circulated a foolscap sheet printed on both sides.

"Yachtsman" as Usual

The *Yachtsman and Motor Boating* issued usual weekly numbers on May 8 and 15. Both were of the same size and number of pages, and contained their weekly feature, the art supplement. The production of these numbers meant many hours' work as all the compositors struck.

South London Success

The *South London Press*, with the aid of the directors, their sons and the editorial, managerial and clerical staffs produced 8 pages instead of 16 or 20, the usual number. In addition to producing the weekly issue, *Strike Bulletins* were published twice or three times daily. In spite of these efforts, the directors were able to lend valuable aid to Fleet Street organs less fortunately placed.

Slogan from the Strike

During the strike, fish was sent from Grimsby to all parts of the country by road. One local 'bus company provided fourteen 'buses; the seats were removed to make packing room, and the vehicles carried on both sides the words "Fish from Grimsby." This proved excellent propaganda, and Mr. W. H. Jackson, of W. H. Jackson & Co., Grimsby, suggests the town should adopt for its slogan "Grimsby—where the fish comes from." The *Grimsby News* adds that residents should date their letters with this slogan.

Continued on page 310

Three Hundred and Sixty-Six

Advertisers took space in the June number of

GOOD HOUSEKEEPING

This Magazine brings unprecedented results every month.

Give it the opportunity of doing the same for you by taking space in the specially enlarged July-August number, published July 15, and closing for press on June 15.

The Contents Include

A long complete story by SIR PHILIP GIBBS: the First Instalment of a great new serial by COSMO HAMILTON: "LOVE," by ROSE MACAULAY, and other contributions by: ST. JOHN ERVINE, HUGH WALPOLE, FRANK SWINNERTON, CLEMENCE DANE, GEORGE WESTON, HELENA NORMANTON, J. E. BUCKROSE, ETC.

GOOD HOUSEKEEPING

153, Queen Victoria St., London, E.C. 4.

*Particulars of rates on application
to C. R. Fastnedge,
Advertisement Manager.*

*Northern Offices: 1, Princess Street,
Albert Square,
Manchester.*

Monomark Address: B.C.M., Housekeeping.



SAY IT TO


Manchester people look for the message on the MUTAGRAPH. It is the daily habit of 200,000 of them. If you take a walk through the heart of Manchester you can't help seeing the huge changing sign. No matter how you approach Piccadilly the MUTAGRAPH is sure to catch your eye, and your interest. It takes four-and-a-half minutes to walk through its field of visibility. That's

what makes the MUTAGRAPH a unique medium—it is always to be Seen.

You want figures in jet black background, letters 2 feet high, on a site that dominates the centre of the city.

ON THE

Write for terms and particulars to the Sole Contractors: WALTER



A section of the vast crowd watching the MUTAGRAPH for the Cup Final result.

MANCHESTER

Manchester fine advertising that is Sure to

feet by 15 feet of with snow-white shed high up on widest space in it, it speaks to a

huge and receptive audience for the fourteen busiest hours out of every twenty-four. It tells them what many of the leading local firms have to say about their goods. It gives them red-hot items of news supplied by ALLIED NEWSPAPERS, LIMITED. And it delivers the messages of an increasing number of perspicacious national advertisers

MUTAGRAPH

VEY, LIMITED, 147, Fleet Street, E.C.4 'Phone: Central 1037

Advertising or Selling?

Some of the brightest advertisements ever written have been without a trace of value to the man who paid for them because their originators had as their purpose the writing of an advertisement and not the selling of the goods.

Sheldons' Press Advertising Department

because it is of the younger generation of agencies, filled with the enthusiasm of youth, has the desire to make good that makes for the most painstaking and productive work. No effort is spared to ensure a thorough knowledge of the marketing problems and possibilities of a campaign before the actual copy writing is begun. It is this market research that alone can make for success.

Sheldons & Co.

SERVICE ADVERTISING
PRESS AND POSTER

**Sheldon House
Queen Street
LEEDS**

B C M/4 ADS

Last Week's "WEEKLY"

Messages of Congratulation Received

WE have received many congratulatory letters and telephone calls concerning last week's issue of the ADVERTISER'S WEEKLY, the first number published since the strike.

The following are some extracts from letters to hand:—

Miss M. Bosworth, the Holford Bottomley Advertising Service, Ltd.:—"I must congratulate you on producing such a good number so soon after the strike. It is certainly an achievement."

Mr. A. Markham, S.A.S., Ltd.:—"I have no hesitation in saying that the fact of your paper being published within three days of the printers returning to work shows that the organisation which you have at your disposal is an exceedingly efficient one."

Bertram Day & Co., Ltd.:—"The issue is indeed a fine one, and you are to be congratulated upon your achievement. I might mention that one always expects tip-top results from your organisation."

R. Child Bayley, managing director, the Farmer and Stock-breeder:—"I congratulate you on doing so well in so brief a time."

Mr. M. Poyser, advertisement manager, the Daily Herald:—"Congratulations on the really splendid number this week."

Mr. S. C. Peacock, Liverpool:—"It is excellent—without qualification—and I congratulate you upon it."

Mr. Fred Slaughter, the Sheffield Independent:—"You are to be heartily congratulated on such a magnificent number, produced as it was under such difficult circumstances and in such a trying time."

Mr. C. Foskett, the Englishman (Calcutta):—"I always look at the ADVERTISER'S WEEKLY, not as a straw whirled about by the wind, uncertain in its indication of storm or fair weather, but as a lofty weather-vane surely and steadily pointing ahead into every wind that may blow, and apparently they are many and varied in this country. To see such a production as No. 676 augurs well for fine weather ahead. It is worthy of something more than the commonplace congratulations—whatever it is, you may have it."

Mr. G. Lee Smith, managing director, Arthur Hyams & Co., Ltd.:—"Congratulations on this week's ADVERTISER'S WEEKLY. It is certainly most creditable, having regard to the recent unrest, that you are able to bring out such a good issue."

LATE STRIKE ITEMS—(Cont. from p. 306)

Record Post-Strike Numbers

Published this week and dated May 12, 19, 26, the *Tatler* (Season's Number) and the *Sketch* (Signs of Summer Number) each establishes a new record in the volume of advertising carried. The advertisement pages number 115½ in the case of the *Tatler*, and 91½ pages in the *Sketch*.

Immediately the end of the strike was seen to be approaching, a carefully worked plan was put into operation and every advertiser who had made bookings for the two unpublished numbers during the strike was, within a few hours, offered equivalent space in these combined issues. The result demonstrates more than a demand for space in these two papers whenever it is available, and is more than a tribute to the foresight of its business executive. It shows quite clearly that the luxury trades anticipate good times immediately ahead now that industrial difficulties are becoming more settled.

Incidentally, the mechanical production of two such voluminous issues in so short a period was no mean achievement. *Eve*, London Season's Number, was fortunate in getting out just before the strike commenced, and its distribution actually continued during the strike. It also established a new space record for itself, totalling 75½ pages of advertising.

L.S.P. Carries On

During the strike the London School of Printing was kept going and credit is to be awarded to those students who attended despite the travelling difficulties.

News by Dictaphone

The bulletins issued by the B.B.C. during the strike were received at the offices of the Dictaphone Co., Ltd., were recorded direct on the Dictaphone, and were transcribed from the machine

by typists. The typed bulletins were then exhibited in the company's windows, within a few minutes of the termination of the complete B.B.C. message.

Delivery by Aeroplane

When the strike occurred a Leicester printing firm (the Blackfriars Press) had in hand the printing of reports in English and French for the International Women's Suffrage Alliance Conference, to be held in Paris during Whitsun. They were delivered to Paris by aeroplane.

Topical Advertisements

Western Sales Promotion Agency, Ltd., of Bristol, produced two very interesting topical strike advertisements in the *Bristol Times and Mirror*. The first was headed "The Specialist," and incorporated in the heading was a sketch of a special constable. The second showed a drummer "standing at ease," the heading of which was "Standing Steady."

Radio Press, Ltd., published a current issue of *Wireless* within four days of the resumption of work in the printing trade. *Wireless* was the first of the radio weekly journals, dated May 22, to be on sale. No copy for this issue was in hand prior to the 17th.

The *Leamington Spa Courier* published each week in a reduced form (4 pp.) under great difficulties, all the men, with the exception of the apprentices, having gone out. The *Leamington Chronicle* also appeared with 4 pp. issues.

The *Midland Daily Tribune* (Nuneaton) was published daily in a reduced form (4 pp.). Sales were rapid and greatly above normal. The *Midland Counties Tribune* (Nuneaton), weekly, was published in the same office as the *Daily Tribune* in a reduced form (6 pp.).

BACK COVERS OF
"THE BIG SIX."

Owing to manufacturing difficulties, a certain advertiser has had to revise his programme in

The Big Six

leaving vacant a number of Back Cover positions in the whole group for dates running throughout this year.

It is an indisputable fact that the Back cover—which is printed in two colours—is one of the most popular positions, and normally is booked far ahead. Applications for vacant dates for

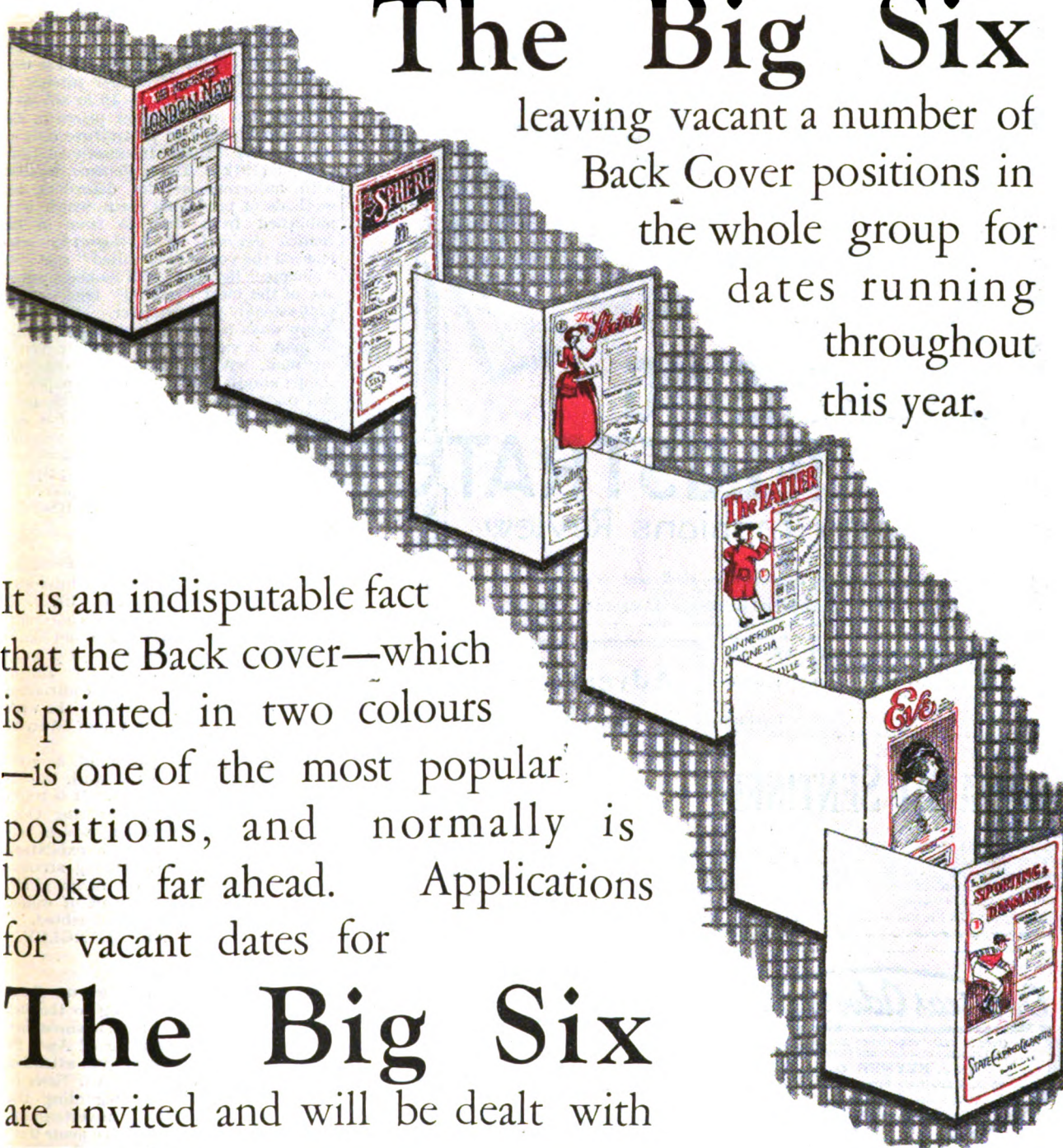
The Big Six
are invited and will be dealt with in rotation.

THE BIG SIX.

The Illustrated London News.
The Sphere.
The Sketch.
The Tatler.
Eve (the Ladies' Pictorial).
The Illustrated
Sporting and Dramatic News.

Naive Campbell

Advertisement Director
6 GREAT NEW ST.
LONDON—E.C.4
Telephone: Central 7511



SPACE THAT IS Worth double its price

HAIRDRESSING ILLUSTRATED deals authoritatively with the art of hairdressing and beauty culture—subjects that command the interest of every fashionable woman—and is ever growing more popular amongst a distinctly high-class clientele.

Hairdressing Illustrated with its many illustrations and up-to-the-minute articles is greatly anticipated by its wealthy readers every quarter.

For an intensive circulation amongst the well-to-do women use



HAIRDRESSING ILLUSTRATED & Beauty Fashions Review

Phone
CENTRAL 562

6d—36 pages. Rates and Specimen Copy gladly sent, on request to :—
S. THROWER, 20, Imperial Buildings, Ludgate Circus, E.C.

DOES YOUR ADVERTISEMENT APPEAR "ONCE PER WEEK" IN AN EVENING DAILY NEWSPAPER?

If so, you can obtain the same measure of Publicity by inserting in an Evening Weekly Newspaper,

THE CONNACHT SENTINEL

Published in GALWAY (Irish Free State) every TUESDAY EVENING, "The Connacht Sentinel" supplies Southern Connacht—an area without a daily newspaper—with all the mid week news. See that "The Connacht Sentinel" is included in your list of Evening Newspapers.

London Office: 173 Fleet Street. H. R. TADGELL.

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.
D. J. KEYMER & Co., Ltd.,
36-38, Whitefriars Street, E.C.4.
Telephones: Central 8877
Telegrams Remyek, London.

COPY for Home & Eastern Advertising ARTHUR SERGEANT

For 8 years in the Near & Far East.
4, DUKE ST., ADELPHI, W.C.2. (Gerrard 3015)

Advertise— the Window Way

- 1 Link up your Press advertising with the public by Window Displays.
- 2 We design, manufacture, in Papier Mache or Plywood, complete displays and send them direct to your client.

R. R. Thompson, Ltd.
New Malden, Surrey.

TELEPHONE - MALDEN 0267.

TO NATIONAL ADVERTISERS AND OTHERS

Commercial Art Expert of wide experience desires connection, in Advisory capacity, with firm appreciating the Sales Promotion Value of the very best type of Pictorial Advertising. Principals are invited to communicate with

Box 155, The Advertiser's Weekly,
66, Shoe Lane, E.C.4

LETTERS FROM OUR READERS—(Cont. from p. 296)

source of illumination. This, also, was a striking and successful advertisement which no doubt some of your readers have seen in the North of England. It is interesting to note that as recently as a year ago I saw the latter advertisement still on show in the centre of a tobacconist's window: The proprietor assured me that he considered it one of the best advertisements ever sent out.

I think I may justly claim to be first in the field so far as this matter is concerned, and it is of further interest to note that these pictures—10 in all—were awarded one of the chief prizes in the professional artistic portraiture class of the Gercert £1,000 International Competition (1912). These pictures, together with numerous articles describing my methods of producing them, which were published from time to time in the *British Journal of Photography* commenced the vogue of so-called "spot" or "cinema" lighting—still looked upon as one of the most "pulling" tricks of the professional photographer. There are many ways in which photography might be made a valuable ally to the advertising man, but judging by the examples shown almost daily in the newspapers, it is a matter for regret that a little more discrimination and good taste is not used in the selection and use of such a valuable aid to advertising. The best available is often used instead of specially-prepared pictures being made for the purpose.

GEO. R. HENDERSON.

Whitley Bay.

Printing in Blackpool

SIR,—Naturally I was very interested in the article contributed by Mr. J. H. Gray to your last week's issue concerning printing at Blackpool, but I would like to point out that the specimens of printing for the R.M.S.P. Co. and the British Empire Exhibition were not contributed by the Euston Press, but were the work of the Baynard Press, to whom all credit should be given.

In Mr. Gray's last paragraph he gives credit to me for the chief work in connection with the exhibition. It is true I am chairman of the Advertising Committee of the Federation which was responsible for organising the exhibition, but the receiving and hanging arrangements were entirely in the hands of Mr. George Falkner and his staff of willing helpers, to whom we are all indebted.

ALF. LANGLEY.

A Question of Priority

SIR,—What I am writing you about now is rather belated owing to the fact that I have been away from business, but I could not let your issue of April 23 last go by without drawing your attention to the paragraph under "Ad. News in Brief," on page 121, regarding the "Waverley Cigarettes" advertisement in which the slogan "They've made their way by the way they're made" appears. We note you say that this is rather a clever slogan, and apparently the agency handling the "Waverley Cigarettes" advertising takes credit for originating the slogan in question.

I would respectfully point out to you that in a little series which we ran for our clients, Messrs. Lamb Bros., Armagh, Ireland, in March, 1924, this phrase was embodied, and we believe that we can truthfully claim to have originated the phrase in question.

GEO. A. STEWART & CO.

reasons why !

You should advertise in the "News."



A daily advertisement for one year costs only one penny per inch per 1000 copies sold.

**"Our
rates
are
reasonable."**

EDINBURGH EVENING NEWS

LONDON OFFICE—3-5, SALISBURY SQUARE, E.C.4 City 9330

Publication Notes and News

Advertising and Selling FORTNIGHTLY Markets, Merchandising & Media



Of interest to you is a magazine devoted to —

1. Formulating advertising into a science that will serve business more efficiently.
2. Open discussion of the truth about advertising and the faults now current in its practice.
3. Telling the significance behind the news and behind advertising campaigns and distribution policies — instead of strictly reportorial and routine details.
4. Bringing about a more intelligent understanding of the possibilities of trade and technical advertising.
5. Giving up-to-date, specific, usable information on all that pertains to Markets, Merchandising and Media.

"Advertising and Selling Fortnightly" is such a publication. Published every other week in New York, it is not only recording advertising history, but *making* advertising history.

You will want to receive it regularly. A cheque for 17/- makes you a subscriber for a year. Mail it to London office.

Advertising and Selling FORTNIGHTLY

London Address: 66-67 Shoe Lane, E.C.4
Year's Subscription \$4 (26 Issues)

3,155 Small

The small advertisements in the *Daily Telegraph* on Wednesday of last week, numbered no fewer than 3,155, which constituted a new record in the history of the paper.

"Chronicle" figures

The *Daily Chronicle*, on May 18, 19 and 20, when it contained all its usual features, printed and published 1,078,109, 1,128,614 and 1,146,829 copies respectively.

Booming Latin-America.

The *Manchester Guardian*, on May 20, contained two composite pages on Latin-America. The advertising, which amounted to about 512 square inches for the two pages, was mostly for banks, railways and shipping lines.

Whole Page for Shell

On May 22, the *Morning Post* carried a whole page for Shell. It consisted of a 17½ in. five-column display, and about three columns of explanation of the petrol's salient points, in the form of an editorial.

380,000 in Two Weeks

The above headline, used in speaking of the circulation of *Modern Weekly*, the new Fleetway House publication, seems to have led to a certain amount of misapprehension. It was meant to infer that a circulation of 380,000 weekly had been reached in two weeks—not that the magazine had a circulation of 190,000 a week.

Summer "Punch" Delayed

The Summer number of *Punch* has been postponed until June 21. The final date for passing for press is June 1. The statement regarding the distribution of the May 5 issue will be made as soon as possible. The charge for advertisements will be pro rata to the scale rates if the number falls short of *Punch's* guarantee.

Motor Races Give Opportunity

The fact that the Skegness Motor Races take place on May 20 and 31 and June 1, provided the *Nottingham Guardian*, on May 26, with an opportunity for a composite page. The heading of the editorial was "Where Nottingham Makes Holiday." The page carried four columns of local advertisements.

New Picture Paper

As briefly announced in our last issue, the *Liverpool Daily Courier* is now published in a different form, namely, as a picture paper on up-to-date lines. At present the issues are of 20 pages, but very shortly the *Daily Courier* will appear as a 24-page paper. The demand for this new picture paper has exceeded all expectations.

Art In Advertising

A loose-leaf book, containing some thirty exceedingly artistic specimens of their work, has been published by Messrs. Dobson, Mollie, Ltd. The portfolio includes the famous paintings of Sir Walter Raleigh for Gold Flake, the companion pictures of the shepherd and the old lady for Alpha underwear, and designs for Skippers, Pears' Soap, Bovril and many other advertisers. The printing of this work is excellent, and the way in which the portfolio—which also contains views of the immense Edinburgh works—is produced gives some indication of the ability that lies behind the firm.

Four Motor Pages

The *Cape Times*, on April 30, contained four composite pages devoted to motors and their accessories.

European Air Routes

The May issue of *Airways* contains a two-page map, showing the European air routes (1926 Summer Services).

A Correction

Car and Golf was published on April 30 and not on May 14, as we stated in the ADVERTISER'S WEEKLY *Emergency Bulletin*.

Three Car Pages

On April 30 the *South Wales News* contained a full composite page for Citroen Cars. This is the third composite page planned by the *South Wales News* on these lines within the past few weeks, others being devoted to the Ford and Morris Cars.

"Published on Pay-Day"

The fact that the *World's Pictorial News* is published on Friday night—pay-night—is the theme of a very clever folder issued recently. It is pointed out that the local tradesman's busiest days are Friday and Saturday, and this is stressed by a humorous coloured drawing entitled, "Ask your grocer," which appeared in the ADVERTISER'S WEEKLY recently.

Solving Summer Problems

Hints for Holidays, the annual guide-book of the Southern Railway, this year surpasses all previous efforts. It contains no less than 400 pages of closely packed information, giving all essential details which the prospective holidaymaker requires in regard to the famous seaside and inland resorts in Southern England and the Channel Isles. It carries advertisements of hundreds of hotels in the various towns.

Telephone Directory Innovation

Mr. R. Newton May, managing director of May's Advertising Agency, Ltd., was responsible for originating the idea, which many of our readers will have noticed, that the *London Telephone Directory* back cover should be a facsimile of the front cover in all respects. This innovation opened up a new whole three-colour page advertising position. The page was taken for Army Club cigarettes.

New Steamship Propaganda

The Cunard Line has produced a very clever and exceedingly humorous booklet, illustrating the advantages and attractions of the company's vessels. The book contains many tinted illustrations in three colours—caricatures of incidents on board, a typical example of which is the "gloomy picture of a passenger who was well fed but not fit." The whole story is written in humorous vein, with an underlying seriousness, and this is certainly something new in steamship propaganda.

Papers of the South

The Hampshire Advertiser & Echos, Ltd., have just published an interesting brochure, giving details of the firm's papers, the *Southern Daily Echo*, *Bournemouth Daily Echo*, *Dorset Daily Echo* & *Weymouth Dispatch*, *Hampshire Advertiser* & *Independent* and *Football Echo*. The book describes the territory covered by these important newspapers, and the improvements made recently in their production are described by letterpress and photographs. Advertisers can glean a useful idea of the papers' scope.

ANNOUNCING

the combined JULY-AUGUST issue of

Nash's Magazine

Owing to the recent industrial upheaval, the next issue to press of NASH'S MAGAZINE is to be dated JULY-AUGUST and will close on June 8th and be published July 8th.

This JULY-AUGUST issue will be a special enlarged holiday number and in addition to the opening chapters of a magnificent new novel by Cynthia Stockley, will contain contributions by the following eminent authors and artists:—

W. J. Locke.

Edith Wharton.

Basil Macdonald Hastings.

Tom Gill.

Fannie Hurst.

The Countess of Oxford and Asquith.

Edmund Dulac.

E. Barrington.

Denis Mackail.

George Weston

Royal Brown.

Walt Louderback.

And the first instalment of an extraordinarily amusing sequel to "Gentlemen Prefer Blondes," entitled

"Literary at Last,"

by ANITA LOOS,

with pictures by Ralph Barton.

The object of combining the July and August issues is to avoid excessive delay in publication and to produce a magazine that will surpass even the usual high standard of NASH'S.

IMPORTANT.—Advertisers and Agents should not fail to note how this arrangement benefits them, because it means a longer sale life of the next two issues. The July-August issue being published on July 8th will remain on sale for five weeks, until August 12th, when the September issue will be published. This issue also will be on sale for five weeks until September 18th.

NASH'S the QUALITY & QUANTITY MAGAZINE

153, Queen Victoria Street, London, E.C.4.



Right this way!

Right into a Weekly Paper that "gets home" in North-East Yorkshire, right before people who may never see your message in any other paper, right into the

WHITBY GAZETTE.

That's the right way to reach a very wide field of customers.

Offset and Photo Offset— is the best method for reproducing **POSTERS and SHOWCARDS** and every kind of Line and Half-tone Work.

NO BLOCKS Required.

CHARLES & READ, Ltd. 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

The Outlook

— with its 20,000 readers of the well-to-do class—can hardly fail to pay advertisers of quality products appealing to men.

Rate Card and Specimen from—
L. INDER-HEWITT, Advt. Manager,
69, Fleet Street, London.
Phone: Cent. 3173.

THE REVIEW of REVIEWS

IS YOUR MEDIUM FOR REACHING THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

Photography.

Technique and Service.
I illustrate regularly several important technical journals. You can pay more, but better work.....never.

Latchmere 4980

D. CHARLES, 50 Webb's Road, S.W.11.

The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

ORDER ON APPLICATION TO APPROVE COMPOSITION

Thomas, James William, residing at 3, Lewis Terrace, Llandilo, Carmarthenshire, and carrying on business at County Press, Llandilo. Printer. (9 of 1926). Order made May 4, 1926. Composition of 5s. in the £ to all proved unsecured creditors; payment in full of all preferential debts, also all proper fees, costs, charges and expenses. Receiving and Adjudication Orders, dated Feb. 19, 1926, rescinded and annulled respectively.

APPLICATIONS FOR DISCHARGE

Gentry, Alfred George, sometimes known as **Gargill Gentry**, and also known and described in the receiving order as **Ernest Esdaile**, 7, Carlton Parade, Herne Hill, journalist (462 of 1916). Hearing fixed for 11 a.m. June 2, 1926, at Bankruptcy Buildings, Carey Street, W.C.

Watkins, Joseph Harold, 7, Colet Gardens, West Kensington, London. Journalist. Hearing, 11 a.m. June 1, 1926, at Bankruptcy Buildings, Carey Street, W.C.2.

ORDER MADE ON APPLICATION FOR DISCHARGE

Zang, Myer, of 6, Canal Road, N. 1, and 26, Rookwood Road, N. 16. Engraver and die sinker (1747 of 1922). Order made, April 20, 1926. Bankrupt's discharge suspended for 3 years, and that he be discharged as from April 20, 1929.

INTENDED DIVIDEND

Thomas, James William, residing at 3, Lewis Terrace, Llandilo, Carmarthenshire, printer, and carrying on business at County Press, Llandilo (9 of 1926). Last day for receiving proofs, June 1, 1926. Trustee: **H. W. Thomas**, 4, Queen Street, Carmarthen.

ESTATES SEQUESTERED

The estates of **David Semple**, journeyman printer, 350, Mathieson Street, Glasgow, C. 5, were sequestered on May 19, 1926, by the Sheriff of Lanarkshire, at Glasgow. Meeting to elect Trustee and Commissioners, 12 noon, May 31, within the Faculty Hall, St. George's Place, Glasgow. A composition may be offered at that meeting.

RECEIVING ORDER

Hart, Henry Charles Edgar, trading as **Edgar C. Hart and Co.**, residing at 247, Stanstead Road, Forest Hill, S.E. 23, lately carrying on business at 93-4, Chancery Lane, W.C. 2, and 10, London Street, E.C. 3, advertising agent. Receiving Order, May 12, 1926, Debtor's petition. First meeting of creditors, 12 noon, June 1, Public Examination, 11 a.m., July 2, both at Bankruptcy Buildings, Carey Street, W.C. Adjudication, May 12, 1926.

FIRST MEETING AND PUBLIC EXAMINATION

Chanell, Percy, Caxton House, High Road, Edgware, printer (7 of 1926). First meeting, 12 noon, May 28, at 29, Russell Square, W.C. 1. Public Examination, 10.30 a.m., June 16, at Court House, St. Albans.

NEW COMPANIES.

Melody Maker, Ltd.—Private company. Registered May 17. Capital, £1,000 in £1 shares. Objects: To carry on the business of newspaper proprietors, musical and general publishers, variety and musical agents, dealers in music and musical instruments, etc. Solicitors: **W. A. Zabell**, 11, Queen Victoria Street, E.C. 4.

L. A. Stronach and Company (India).—Particulars of **L. A. Stronach and Company (India), Ltd.**, were filed on May 13, pursuant to Section 274 of the Companies (Consolidation) Act. The company was incorporated in India as a "private" company on March 4, 1925. The British address is 27, Chancery Lane, W.C. 2, where **A. Gore** is authorised to accept service of process and notices on behalf of the company. The directors are: **L. A. Stronach**, **H. J. Davies** and **A. Gore**. No memorandum of association has yet been filed. The file number is F.2,535.

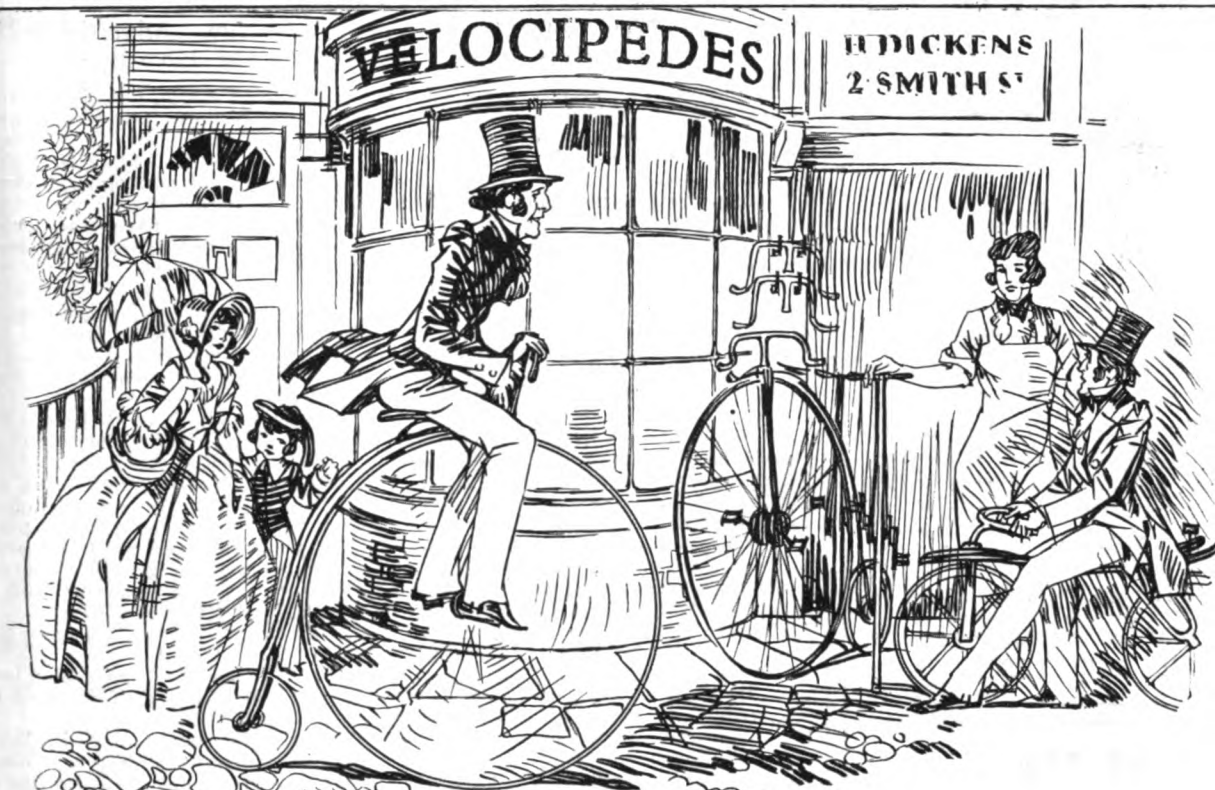
"**Truth**" and "**Sportsmen.**"—Particulars of "**Truth**" and "**Sportsmen**," Limited, were filed on May 13, pursuant to Section 274 of the Companies (Consolidation) Act. The company was incorporated in New South Wales. The British address is 180, Fleet Street, E.C. 4. **A. P. Whatley** of 81/87, Gresham Street, E.C. 2, is authorised to accept service of process and notices on behalf of the company. No memorandum or Articles of Association, nor list of directors filed yet. The file number is F.2,534.

New Criterion.—The **New Criterion**, Limited, was registered as a "private" company on May 19, with a nominal capital of £6,000 in 5,000 5 per cent. non-cumulative preference shares of £1 and 20,000 ordinary shares of 1s. The objects are to adopt agreements (1) with **Lilian Viscountess Rothermere** and **Faber and Gwyer, Ltd.**, and (2) with **T. S. Eliot** to establish, print and publish a magazine known as "**The New Criterion**" referred to in the first agreement, and to carry on the business of newspaper proprietors, printers, publishers, advertising agents, etc. The subscribers are: **Viscountess Rothermere** and **G. C. Faber**. The number of directors is not to be less than three nor more than five. Three of the directors shall be (a) the chairman of **Faber and Gwyer, Ltd.**, of 24, Russell Square, W.C. 2; (b) the Editor of the "**New Criterion**," and (c) a person appointed by the holder or holders for the time being of ordinary shares numbered 1-9,500. **G. C. Faber** signs as chairman. The registered office is at 24, Russell Square, W.C. 1. The file number is 213,839.

Duncan Raeburn and Company, Ltd. (213,805).—Private company. Registered May 17. Capital, £1,000 in 9,000 ordinary and 1,000 deferred shares of 2s. each. Objects: To carry on the business of proprietors and publishers of newspapers, journals, magazines, etc. Registered office: 367, Strand, W.C.

Connoisseur, Ltd. (213,865).—Private company. Registered May 20. Capital, £1,000 in £1 shares. Objects: to publish periodicals, newspapers, magazines, books and journals, etc. The directors are **W. Claude Johnson** and **C. R. Grundy**. Registered Office: 1, Duke Street (4a, King Street), St. James, W.

 ADVERTISING TO THE CONSUMER AND RETAILER



The World Awheel

There comes a time when every one of the 47,200,000 inhabitants of the British Isles feels the need of a bicycle.

The NEWS OF THE WORLD offers advertisers of branded cycles and accessories a huge responsive market amounting to one-fifth of the total population of the British Isles; **and including at least one-fifth of the 10,596 cycle dealers.**

These facts make the NEWS OF THE WORLD of maximum effectiveness for a simultaneous appeal to both Public and Trade.



NEWS OF THE WORLD

Advertisement Department

6, BOUVERIE STREET E.C.4.

PASSPORTS

Link up your travelling requisites and services with the demand for Passports.

Advertisements are now accepted in the Passport and Visa Regulations issued by the Passport Office. 300,000 copies are distributed annually, and they reach travellers at the right time—just before the commencement of a journey.

The Agents for advertising space on Passport and Visa Regulations are: Messrs. SELLS, LTD., 168, Fleet Street, E.C.4, from whom rates, etc., may be obtained.

For specimens and full particulars of other advertising spaces on Government issues, apply

THE CONTROLLER
(Advertising Department),
H.M. STATIONERY OFFICE,
WESTMINSTER, S.W.1

YOUR IRISH APPROPRIATION

To be successful must include the "Limerick Leader," the first provincial newspaper in the Irish Free State to be produced by the latest Cossor Press.

THE LIMERICK LEADER

is twice the size and GUARANTEES twice the circulation of all the other Limerick newspapers combined.

Specimen copies and rates from

**LIMERICK
LEADER, LTD.**
54, O'Connell St., Limerick.



Current Advertising

Notes of New Business Going Out—New Advertising Now Appearing in the Press and on the Hoardings

John Haddon and Co. have placed an appropriation for Briton Brushes and have been giving out for Swan Pens, Shadforth's Prescription Service, and Humber Cycles.

London Press Exchange, Ltd., have business in hand for Goodwin's Soaps, and are booking large spaces for Wex Grape Saline, and De Reszke Cigarettes.

Muller, Blatchly and Co., Ltd., are again handling newspaper advertising for Military Pickle.

Fredk. E. Potter, Ltd., have increased advertising for Pirelli Tyres, and have business in hand for Libby, McNeill and Libby.

G. Street and Co., Ltd. (Gracechurch Street) have re-commenced placing for Sunripe and Spinet Cigarettes.

Black's Agency is extending advertising for Willesden Hospital Ballot.

H. Cecil Taylor, Ltd. (Manchester) has business going out for Chemico.

S. Thrower has been booking newspaper space for Hampton's of Pall Mall.

Brandon's Agency (Manchester) is again placing in general media for National Infirmary for Bad Legs.

S. H. Benson, Ltd., have newspaper advertising in hand for Shot Ahead Cigarettes and Almata Food.

Siviter Smith Service, Ltd. (Birmingham) are again booking large spaces for Atco Motor Mower.

Cross-Courtney, Ltd. (Manchester) are handling season advertising for Buxton Baths.

Smith's Agency, Ltd., have been placing new instructions for Foster Clark's Cream Custard and Eiffel Tower Lemonade.

Charles Barker and Sons, Ltd., have again been booking large spaces for Abdulla Cigarettes.

Kelmescott Studio, Ltd., has business in hand for Wallace Heaton Photographic Developing.

Courtman Stock Agency, Ltd. (Leeds) has resumed advertising for Bermaline Bread and Berina Food.

Greenly's, Ltd., have been increasing space for Ensign Cameras and Films, and Imperial Roll Films.

E. H. Jackson and Co. have considerable business in hand for Spalding Tennis Balls and Redline Motor Spirit.

Service Advertising, Ltd., have been placing for London General Omnibus Co., and for Trust Houses.

Arthur Knight Co., Ltd., have increased newspaper displays for Bravington.

Sells, Ltd., have again been giving out considerable business for Lipton, Ltd.

Erwoods, Ltd., are again handling an appropriation for Chesterfield Cigarettes.

Stanley Elliott Agency, Ltd., have been booking newspaper space for Kia Ora.

Wilkes Bros. and Greenwood, Ltd., have increased advertising for Viyella.

Curtis Agency, Ltd., are again placing for Vocalion Records.

T. B. Browne, Ltd., have been booking space for Mackintosh's Toffee, and Bird's Custard and Spongies.

Osborne-Peacock Co., Ltd., have increased space for Toblerone Chocolate, and been giving out for a new line called the Oral Shoe.

Samson Clark and Co., Ltd., have again business in hand for Amalgam Mills.

D. C. Cuthbertson and Co., Ltd. (Glasgow) are placing season advertising for Macbayne's Highland Tours.

Regent Service, Ltd., have largely increased the advertising in the dailies of B.P. Motor Spirit.

TWO TYPES of TYPOGRAPHY.

—(Cont. from p. 295.)

Judging from these specimens—and they are both, the American and the Austrian, fair indications of present tendencies—the Germanic appeals are certainly more aggressive and more compelling in conception and design than the Anglo-Saxon advertisements. But what of the impression made by a full daily paper page containing the former and a page composed of the latter?

Those on American lines will induce the reader to become acquainted with the message in an intelligent manner; the Austrian specimens will only dazzle and do their work by sheer brute force. But as there is so much force used in all directions on the page, it may become as sterile as the different cries of an excited crowd.

We believe that the Austrian and American examples are true to the conception the readers have of advertising, but while the American public has had experience and has been able to come to definite conclusions on the matter of the layout which pays, might it not be assumed that Central Europe is still in the measles period of advertising knowledge and practice and therefore the styles may well in time be toned down?

It is not sufficient to set up an advertisement that is striking when considered on its own. It has to "tell its story" when inserted among others.

READERS HELP TO ADVERTISE A PAPER

Propaganda Stamps Used by
Subscribers on Their Correspondence—A French Idea

MINERVA, a French ladies' weekly paper, half photogravure, half ordinary printing, has been using its subscribers as volunteer advertisers for the paper.

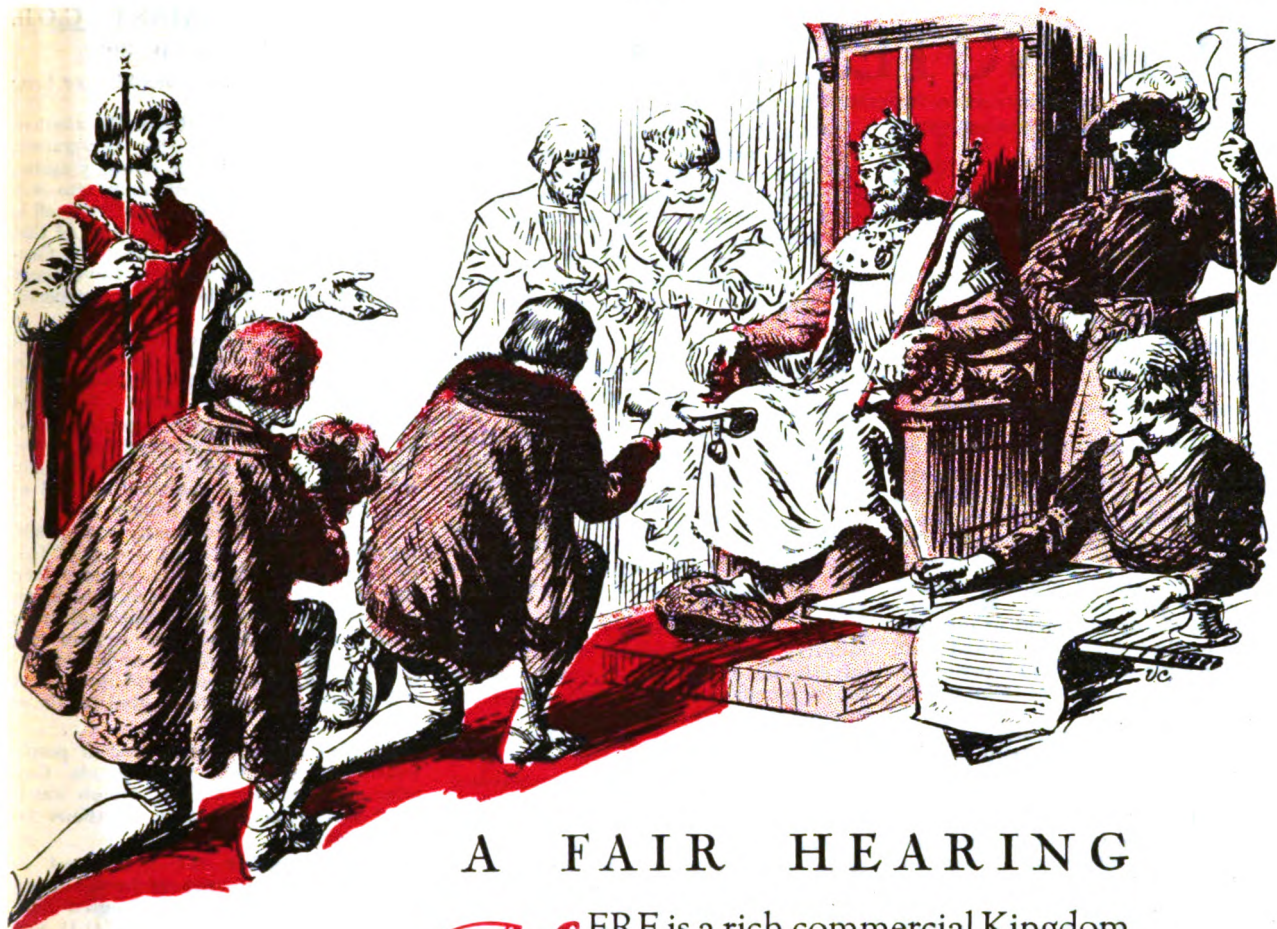
Minerva sells to its readers "propaganda stamps," the booklet of 60 costing 6 francs. The stamps are to be used as a seal for correspondence. The head of Minerva (which has become, as it were, the trade mark of the paper) is shown, and the copy merely says:

"Minerva, the premier woman's illustrated paper."

The stamps themselves sell with a reasonable margin of profit, and we are told that of the 68,000 to 68,000 sales, some two per cent. have actually bought books of stamps—and some of them have repeated their purchases.

Careful examination has established the fact that these stamps are being used, carrying their advertising message from woman to woman, the result—increased good will—being clearly visible.

In this case it seems that the advertising has not only obtained free space, free service—but has actually obtained an immediate financial profit.



A FAIR HEARING

HERE is a rich commercial Kingdom indeed—the great 3-million district around Newcastle! Its wealth attracts many an embassy, but those only are sure of a fair hearing whose foresight has provided acceptable credentials.

Treat for a share of this immense trade if you have a mind to, but go with the recommendation of a friend. Let the "North Mail", "Evening Chronicle" and "Sunday Sun" be your passports to the North. These papers blanket not only Newcastle, but also the whole of the four Northern counties, in which they have a greater circulation than all the other papers put together.



NORTH MAIL & Newcastle Daily Chronicle
EVENING CHRONICLE
SUNDAY SUN

CLUB NOTES & NEWS

WHAT'S ON.

Publicity Club of London.—Hotel Cecil, 7 p.m., Monday, Annual General Meeting.

Regent.—1.30 p.m., Saturday, Ramble from Northwood to Ruislip. Tea and Dance at Fabb's Restaurant, Ruislip.

Ireland—Criticisms of Irish Printing

"Printing and Advertising" was the subject of one of the most interesting and instructive papers yet read to the members of the Publicity Club of Ireland. The speaker was Mr. A. Goodridge, of Messrs. Goodridge, Ltd., Dublin, an acknowledged expert in the printing craft. Mr. Goodridge traced the development of printing from the earliest days and showed that the modern style, the "florid" period, he called it, is really a reversal to an earlier period.

He criticised very caustically the work turned out by the average Irish printer, and stated that we had no institution to compare with the University Press. In general Irish printing was a full quarter of a century behind present-day developments. A very interesting discussion followed, and the hope was expressed that in the autumn session Mr. Goodridge might give the club a series of such addresses.

Regent—Sir Lawrence Weaver on Co-operative Advertising

"Co-operative Advertising," said Sir Lawrence Weaver, addressing a meeting of the Regent Advertising Club, on Wednesday of last week, "is essentially a modern movement within a modern movement." It dated back only thirteen years, he continued, to the foundation of the British Commercial Gas Association. As an example of the possibilities of this kind of advertising the speaker quoted from the B.C.G.A.'s records. During the first five years of the campaign the annual increase in the consumption of gas in the British Isles was 4,500 million cubic feet; during the next five years 7,000 million, and during the last three years over 10,000 million. An increase such as this, more than doubling the gas consumption within thirteen years, must in fairness be largely attributed to the co-operative campaign.

It had been found in practice that co-operative advertising had always something of an altruistic note. It usually tended to advise the public for their good in the direction of improved services and economy in using goods advertised. But although co-operative advertising might produce results very useful for both the public and the industry, it must never be lost sight of that the ultimate aim of every campaign was to increase sales. Any campaign which was not achieving specific results was doing more harm than good, and was simply a waste of money for the industry concerned. Of course, immediate results could not be looked for in mail order advertising, but a definite eventual sales increase must be the aim of the campaign.

One of the initial difficulties in organising a co-operative campaign was to get the right men in the right places, because the men who were leaders of an industry were not necessarily skilled in advertising and salesmanship. But once the campaign was in working order it was one of the most interesting forms of advertising to be engaged in, because it covered so wide a field.

Sir Lawrence Weaver then referred to a number of the successful campaigns in the conduct of which the London Press Exchange had been concerned. The National Council for the Preservation of Eyesight, instituted by the opticians, had undoubtedly been of great public benefit, not only because it had induced many people to have their eyes tested by properly qualified men, but because it was practically putting out of business the incompetent opticians who employed unqualified assistants to sell glasses over the country. Before any industry could undertake a co-operative advertising campaign, it was necessary for its members carefully to examine the internal workings of that industry.

The British Glass House Producers' Marketing Association were running a campaign which had practically abolished the glut in tomatoes and cucumbers when these vegetables were in season. The National Milk Publicity Council had done much to popularise the drinking of milk by arranging lectures for school children on the health giving properties of fresh milk, and they were no doubt doing much for the well being of the children of this country as well as increasing the sales of milk. The Association of British Motor Manufacturers had, in addition to selling more British cars, caused British car manufacturers to use all-British materials and accessories in their products.

One of the great dangers of co-operative campaigns, the speaker pointed out, was that they tended to become too diffuse. Advertising must have a spear head; it had got to aim at something and had got to hit something. It must be sharp, clear and incisive in this as in all its other branches.

FOR AND AGAINST C.O.D.

(Cont. from p. 302)

delivery. Why, then, should they bring in C.O.D.?

The Association of Retail Distributors, when consulted by the Government on the subject, had been strongly against C.O.D., and other big organisations such as the Chamber of Commerce were all in agreement with them. In spite of this, however, a small and influential Committee had convinced the Government that C.O.D. should be, and consequently we had it to-day.

The only people, so far as he could see, who would benefit by the scheme were those living in inaccessible places, far from any post office. It would certainly not result in cheapening goods. It involved extra expense either on the consumer or the retailer, and certainly would not increase distribution and so pay for itself as advertising did.

In mail order to-day many goods could be sent by letter post at a cost of 1½d. or 2d. Under the C.O.D. scheme they must be sent by parcel post at a minimum cost of 6d., with the additional trade charge of 4d. When the system first came in, many retailers undertook to pay the 4d. themselves, and now found it a burden they would be glad to throw off.

Another difficulty was, that if people were not satisfied with goods they returned them by C.O.D., which was a most unsatisfactory state of affairs for the retailer.

Adding together the extra cost of postage and extra cost of book-keeping involved, Mr. Gamage estimated that the added cost of selling by C.O.D. was 3 per cent. as a minimum on an order of £1. At the same time, the mail order houses of the country were prepared to give C.O.D. a fair trial, and would be in a position to express a more definite opinion in six months' time.

The examinations arranged by the Stationers' Company and Printing Industry Technical Board were held during the week commencing May 3. In spite of the general upheaval and difficulties of travelling, nearly 600 students sat for the examinations.



Some members of the Regent Advertising Club at Lake Windermere

DAILY COURIER

INSTANT SUCCESS
OF LIVERPOOL'S OWN
PICTURE PAPER.

NET SALES TREBLED.

NO INCREASE OF DISPLAY
ADVERTISEMENT RATE.

STRONG LOCAL APPEAL.

The Liverpool Daily Courier, in its new form as a Picture Paper with all the News, has been wonderfully successful.

Harness your local Sales effort to this new strong force in advertising.

Be guided by expediency, not precedent. If The Daily Courier is not on your 1926 list, make a new appropriation. If it is on your list, increase the appropriation. You can **not** afford to ignore this three-fold value.

DAILY COURIER

The Picture Paper with The Great Local Appeal.

HEAD OFFICE :
VICTORIA STREET,
LIVERPOOL.

CENTRAL 2700 (LIVERPOOL).

LONDON OFFICE :
187, FLEET STREET,
E.C.4.

CITY 2238.

How Would 'CURTIS' Advertising Help MY Sales?

AN enquiry commits you to nothing, and may introduce your goods to wider markets at lower costs per sale. The Curtis Agency is staffed by skilled artists and forceful writers and administered by experts with wide experience in all branches of sales promotion. It has enjoyed the continued confidence of prominent advertisers through a history of constant development; it is to-day better than ever equipped to serve those who seek bigger sales.

Ring up Museum 3511-2-3
and arrange an interview.

THE CURTIS AGENCY, LTD.
Complete Service for Advertisers
102-4, NEW OXFORD ST. LONDON, W.1

*if its
process*

Retouching

ring

Central 4682

C.D. LAWSON & CO., LTD.
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

We Hear—

THAT having got over the Whitsun week-end very comfortably—and with less difficulty than on many previous occasions—the newspaper advertisement departments are now out full steam ahead.

THAT the prospects of a steady flow of business seems assured is the opinion of the man in the street, and in the agencies too, there is an optimistic feeling that trade advertising will have a good inning before summer time—as advertising men talk of it—sets in.

THAT it is reported there is a considerable amount of City business hanging fire at present which may or may not see the light of day as rapidly as has been anticipated.

THAT Mr. Philip Smith, of Smiths Agency, Ltd., who returned to Fleet Street last week, had much trouble while in the States trying to convince his American friends that the recent strike could not possibly be as bad as the American newspapers were so fully reporting it to be—and—

THAT Mr. Smith's calm assurance did much to convince those he met that the newspapers were making the most—if not a bit too much—of the stories that were reaching them.

THAT a popular young agency man has taken to appending to the signature to his personal letters the words "late engine driver on the Central London Railway."

THAT the Fleet Street manager of one of the most popular of the Irish newspapers made a journey with his car to Liverpool during the strike to put on board the Irish mail boat copy and blocks for advertisements ordered by the London agencies.

THAT the story is going the rounds that the reason why the advertisements—most entertaining advertisements too—of a beer that is in much demand have not reappeared in the normal newspapers is that the supply was "sold out" during the strike.

THAT the United States Advertising Corporation, Home Banks Buildings, Toledo, Ohio, has been circularising British publishers for advertising rates and particulars of circulations.

THAT Mr. E. Sotheott, for many years advertisement manager of *Our Home* and *Lady's World* is now representing *My Ladye Fayre*, an elegant sixpenny monthly published in Bournemouth.

THAT advertising men now regard Glasgow as the home of the cross-word puzzle, as from that city there are three firms who are advertising freely their cross-word competitions.

THAT the annual Derby sweepstake of the Aldwych Club is as usual making a strong appeal to the members, and the tickets have been rapidly bought up.

THAT an unusual form of advertisement appeared in the *Referee* on Sunday last, when eleven columns of reading matter were taken up with a verbatim report of a case in the Law Courts which appeared under the heading "Legal Report."



We are pleased to receive such generous tribute to the efforts of a loyal staff.

PRIME MINISTER & "SHEFFIELD TELEGRAPH."

"Good Service to the Country."

10, Downing Street,
Whitehall, S.W. 1,
17th May, 1926.

Dear Sir,

I am informed that notwithstanding the difficulties created by the general strike you were successful in maintaining the production of your papers and that over 300,000 copies were printed and distributed daily.

It is a remarkable achievement, and I hope you will convey my warm congratulations to all those loyal workers who took part in it. Both you and they have rendered good service to the country.

Yours truly,

STANLEY BALDWIN.

D. C. Leng, Esq., Director, "Sheffield Telegraph."

THE SHEFFIELD DAILY TELEGRAPH and YORKSHIRE TELEGRAPH & STAR cover the IMPORTANT CENTRES OF SHEFFIELD, ROTHERHAM, MEXBORO', BARNSELY, DONCASTER, WORKSOP, RETFORD, CHESTERFIELD, &c.



Headquarters:
HIGH ST., SHEFFIELD.

London Offices:
180 & 181, FLEET ST., E.C.4.

Dramatised Art

A departure from the commonplace.

Superimposed photos of living models combined with art work of the highest quality.

For every type of merchandise where lustre or texture of fabric, beauty of finish or quality of any kind is desirable in presentation, we can make an attention-arresting picture that tells a story.

DRAWINGS and DESIGNS of every description in Colours, Wash or Line—original in treatment and effects—at Lower Prices than any other Studio charges for less effective work.

Ask us to show you specimens.

Free Lances' Guild,

Kingsbury House, King Street, St. James', London, S.W.1.
Telephone: GERRARD 2981

The American College Market

Concentrated for nine months a year in over 600 college towns there are approximately 700,000 college students. We know what, when, and where these students buy their necessities and luxuries.

We are prepared to help the English manufacturers, having logical products, build up a profitable trade with the American college student.

The "Collegiate Salesman," listing all Student papers, sent on request.

USA
Collegiate Special
Advertising Agency Inc.,
503, 5th Avenue, New
York City, N.Y.

**REAL PHOTO REPRODUCTIONS
OF ANYTHING
INFLUENCE SALES
AND**

LILYWHITE LTD. of TRIANGLE, Halifax,
the original inventors, specialise in this work.
Please ask for details.

To Firms Seeking Wealthy Markets

"PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES
150,000 daily

London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

To Copywriters



THE

LONDON PRESS EXCHANGE LTD

108-111 St. Martin's Lane,
W.C.2, is always prepared
to consider applications for
appointments from really first-
class copywriters of experience
and proved capacity; BUT THE
STANDARD EXACTED IS VERY
HIGH. Those who would like to be
interviewed should write in the
first place to the Director in
charge of Production, giving a
brief account of their quali-
fications and stating at
what time it would
be convenient for
them to call. No
specimens of
work should
be sent.



We Hear—

THAT Miss Florence Cordell, who has been associated with the advertising department of Messrs. A. W. Gamage, Ltd., for fourteen years and for the greater part of that time the head of the department, has resigned.

THAT a new competition has entered the motor-spirit business—and the advertising field—with R.O.P. Motor Spirit, which promises to be extensively advertised by Russian Oil Products, Ltd., Moorgate Hall, Moorgate Street, E.C.2, and their selling agents in the provinces.

THAT one side line in advertising—and a much appreciated one at that—that will be sadly missed in the immediate future will be the holiday announcements of the railway companies.

THAT the London office of the Belgian State Railways has been booking broadsides on the London 'buses to advertise "Spend Your Holidays in Belgium."

THAT Major P. C. Burton was the sole representative of advertising competing in the Amateur Golf Championship meeting at Muirfield this week, but good golfer that he is he failed to get into the second round.

THAT a large number of the chiefs of the agencies are looking forward to their visit of inspection to the London Docks on Monday next, when they will see how the raw materials of many of their clients' manufactures are first received in this country from overseas.

THAT the Clyde Valley Electrical Power Company, which supplies more than 50 Scottish towns with light, are using space in some of the provincial papers to popularise their home service.

THAT the Glasgow Evening News and Daily Record are organising a "Better Housing Exhibition" to be held on the first ten days of July, and exhibitors have readily taken up space.

THAT a comprehensive scheme to make Perth better known as a summer resort has been launched and is bringing good results.

THAT the Montrose Review is advertising itself as the leading medium in the area for "smalls," as well as other advertisements.

THAT several members of the Publicity Club of London are joining the Regent Advertising Club on their ramble this Saturday.

THAT the Irish Independent published a large group photograph of a portion of the Dublin delegation to the Convention.



At the Hub of Industrial Wealth
Daily Dispatch
EVENING CHRONICLE







In the High Court of Justice.

*Before
Mr. Justice Astbury on
Thursday the 20th May
1926.*

The National Magazine Co. Ltd.
Proprietors and Publishers of

“Good Housekeeping”

obtained from a firm of Publishers
an undertaking not to use the
title of *“Better Housekeeping”*
in conjunction with the title of one
of their existing publications nor
to issue a separate supplement
bearing that name.

	SCIENTIFIC PUBLICITY (Advertising Service)	
PRESS	&	POSTER
<p><i>Our steady growth is proof of our usefulness. ∴ Our service is simple. Common sense and sane art applied to each problem. Let us look into yours ?</i></p>		
BRITAIN	&	ABROAD
	"Observer" Chambers, HUDDERSFIELD. <i>'phone : Hudd Two Nine One Six.</i>	

Telegrams : Tracts, Fleet, London.
Telephone : Central 8428-8429.

Use the
WOMAN'S MAGAZINE
and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement
Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bowdrie Street, E.C.4.

BLOCKS.

LET US INTRODUCE YOU TO

SERVICE & QUALITY

GEE & WATSON LTD
111 SHOE LANE, FLEET STREET, E.C.4

THE BEST FREE GIFTS.
SOFT TOYS
 Illustrated Catalogue on Request.
 MANUFACTURERS, Est. 1914.
THE TEDDY TOY CO.,
 45, GOLDEN LANE, E.C.1.

We Hear—

THAT Dublin is soon to have an elaborate monthly "Amusements Guide," if the aims of the promoters are realised—and if sufficient advertising is forthcoming.

THAT strong opposition to broadcasting advertisements is being offered by certain interests in the Irish Free State, and that it is understood that the whole matter is under consideration.

THAT the first broadcast advertisement was reproduced in full, to the extent of half a column, in the two Dublin evening newspapers.

THAT the *Kilkenny Journal*, one of the oldest newspapers in the three countries, has just ceased publication, and that this important area is now served exclusively by the *Kilkenny People*.

THAT the death has occurred of Mr. David Halliday, who was proprietor of the *Annandale Herald*, in connection with which he also conducted a publishing business.

THAT it has been decided that the Aldwych Club should show its appreciation of the work performed by the police in the recent crisis, by opening a subscription list in connection with the appeal which is being made by the *Times*.

THAT Mr. R. Donald Elcox, late General Secretary of the Publicity Club of London, and now advertisement manager of the *New Health Bulletin*, was driving a bus during the strike.

THAT Mr. E. T. Trash, of Colman's Advertising Agency, completed forty years' service in Fleet Street on Monday, May 24.

THAT the Fleet Street friends of Mr. Fred Paul are very glad to hear that his wife has recovered from her recent serious illness.

THAT in connection with a forthcoming "Scottish Music Week," which is now being organised by the Scottish Music Merchants' Association, one of the leading features will be a window dressing competition for which valuable prizes will be offered; and—

THAT arrangements are being made for the judging of the different windows by the editor of a leading London music-journal in conjunction with an advertising expert.

THAT Mr. E. Noel Layton, in his tie in the second round of the Amateur Golf Championship, beat one of the American competitors, Mr. C. G. Waldo.

Put Ideas in your campaign
It sells in the home

CLASSIFIED ADVERTISEMENTS

Rate: One Shilling and Sixpence per line. The first line consists of 85 letters, remaining lines 80 letters. Punctuation marks and spaces each count as one letter. Minimum three lines. All advertisements must be prepaid, and should reach the Advertiser's Weekly, 66, Shoe Lane, London, E.C.4, not later than Tuesday for publication the same week.

Signs

HARRIS THE SIGN KING—not always the cheapest but invariably the best. Compare our work with that of our rivals.—182A, Shirland Road, W.9.

RUSSELL SIGNS ARE ON RIGHT LINES—Good lettering. Original ideas. Attentive service.—20, Bridge Lane, Fleet Street, E.C.4 (City 6083).

LET LAIDLAW SIGNS PAINT IT—and the sign will look as good as the sketch.—163A, Strand. City 1093.

ADVERTISEMENT BANNERS down from man-lifting kites over all public events, seaside resorts, race meetings, etc.—For terms apply to Kite & International Sign Co., 2-3, Stonecutter Street, E.C.4. Phone: Central 8403-8404.

SIGNS that sell your goods. Consult the experts.—Pottage & Son, Ltd., The Sign Works, Castlegate, York.

Service

LEARN TO WRITE ADVERTISEMENTS at the powerful Dixon Institute of Advertising. The great successes achieved by our students prove the superiority of our training. £3 3s. Bonus is offered to those who write at once for our free book, "Advertising as a Career."—Address Secretary, Dept. 28, 195, Oxford Street, London, W. 1.

SMART COMMERCIAL ART—Good Work at Moderate Prices.—Write, Better Studio, 2, Arctic Parade, Bradford, Yorks.

COMMERCIAL PHOTOGRAPHY—"Always at your service."—Hobbs, Offen & Co., 68, Victoria Street, S.W.1. Phone: Victoria 7896.

THE FASTEST GROWING STUDIO IN LONDON—All classes of Commercial Art Work.—A. D. Studio, 182-183, Fleet Street, E.C.4. Central 4387.

ARTISTIC BLOTTERS for advertisers in offset and other colour process; also letterpress from 35s., 1,000. Write now, Rodo Printeries, Batley, Yorks.

Appointments Vacant

AN OLD-ESTABLISHED firm of Colour and General Printers in Yorkshire have a vacancy for an experienced man who is fertile in ideas, for cut-outs, leaflets, etc., and can carry them out in sketches (roughs), also used to copywriting, lay-outs, etc.—Apply, giving full particulars as to experience, remuneration, etc., to Box 200, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Appointments Vacant

ADVERTISEMENT CANVASSEER (part-time) required for Trade Journal covering office and business equipment field.—Write, Box 197, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

REPRESENTATIVE wanted for well-known journal. Must be experienced and successful space seller with a quick brain, good personality and plenty of energy. State age, experience, qualifications, salary and commission to Box 201, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

ENTERPRISING BUSINESS-BETTER wanted by well-known Advertising Agency. Exceptional terms offered to an ambitious man. Must have some connection already. Apply to Box 203, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

SMART YOUNG MAN, of good address, to introduce high-grade commercial art work to advertisers, printers, engravers, etc. One with connections and experience in this line preferred. Salary and commission.—Apply Box 204, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

ADVERTISING AGENCY OF GOOD REPUTE offers proper support and attractive terms to experienced outdoor man. Must have good connections and be able to secure good accounts.—Apply, in strict confidence, to Box 207, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Appointments Required

FASHION ARTIST requires free-lance work, first-class sketches, will show samples and reproductions of newspaper and catalogue work, moderate charges.—Box 186, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

AD. MANAGER, technical distinction I.S.A.C. Exams., shortly visiting U.S.A., desires commission pay part exes. Open engagement on return in fall.—Box 202, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Offices to Let

ADVERTISING AGENT AND PUBLISHER taking larger premises in modern Oxford Street building has spare private office with telephone; also clerical assistance if desired. Would suit one with similar interests. Write, Box 199, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

Window Display

ANYTHING FROM A PRICE TICKET to a complete window display.—Clarke Brothers, Ltd., 22 Denmark Street, W.C.2. Phone: Gerrard 8368.

For Sale

200 DIFFERENT "Advertiser's Weeklies" for sale. Good condition: 12s. 6d., buyer pays carr.—Harvey, 164, Haydock Street, Earlestown.



LIVE Men and Women connected with ADVERTISING should undoubtedly join the

Publicity Club of London

President: The Right Hon. The Lord Mayor of London

Subscription: One Guinea per annum

Full particulars on application to the Hon. Secretary: The Publicity Club of London, 112, New Oxford Street, W.C.1. Phone: Museum 9585.

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Do you want your advertising to be distinguished by a character of its own? It ought to, if it is to prove as profitable as you wish.

Why not ask CARLTON to suggest the kind of character your advertising should exhibit to the world? Write fully, or 'phone for a representative to call on you.

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Ltd

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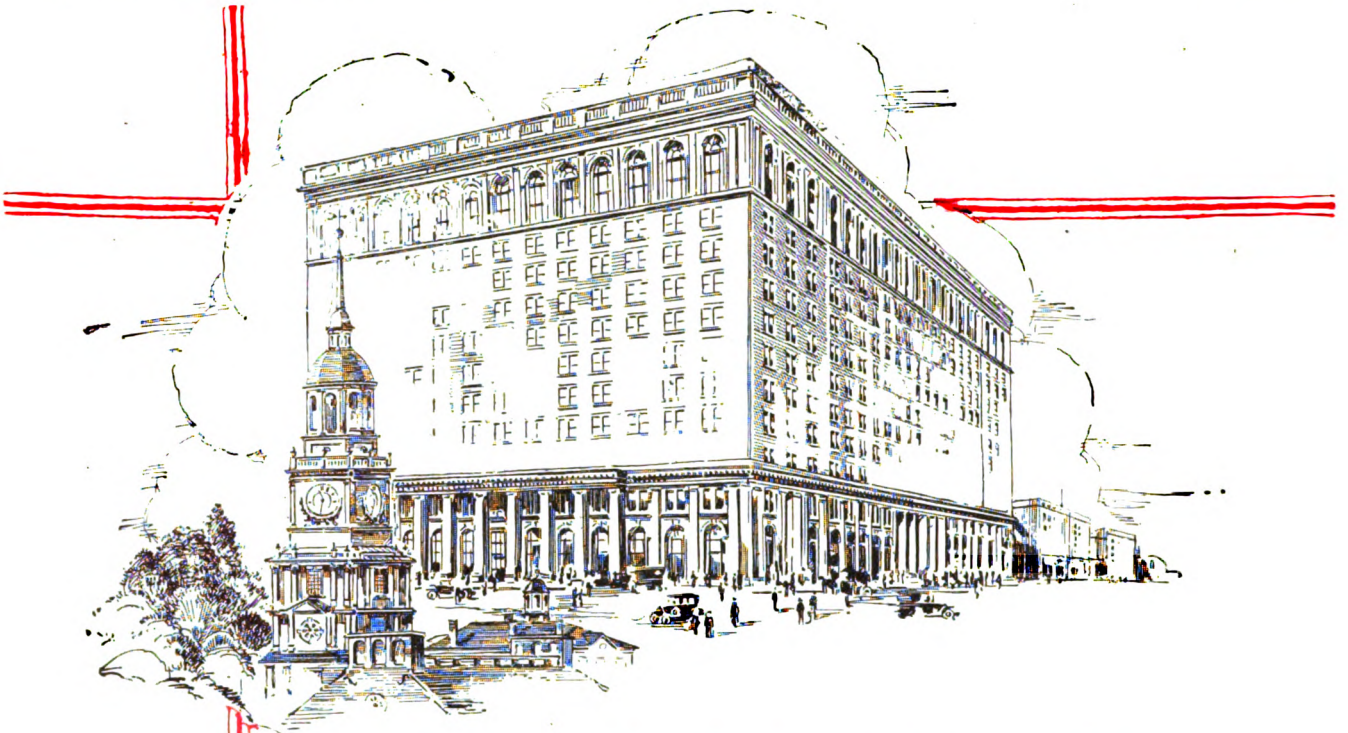
The
ADVERTISER'S WEEKLY
PHILADELPHIA WELCOME
SUPPLEMENT

1776

1926



22nd ANNUAL CONVENTION
of the ASSOCIATED ADVERTISING CLUBS of the WORLD
at PHILADELPHIA · PENNSYLVANIA · U-S-A
JUNE 19-24th - 1926



Philadelphia Awaits The Advertising Men of England

American advertising men will not soon forget the hospitality of England, in 1924. To a man, the delegates to that memorable gathering returned with an enhanced respect for the British way of doing things and a new feeling of sympathy and friendliness for their colleagues across the sea.

Philadelphians were among them, and Philadelphia, in planning to be host to the Associated Advertising Clubs of the World this year, can find no better model and inspiration than the example of London.

The Public Ledger, for ninety years a Philadelphia institution with an international outlook, joins its voice to the chorus of invitation and welcome to the advertising men of England. In bespeaking the honor of their attendance, it offers them the fullest use of every facility at the disposal of the world's greatest newspaper plant.

PUBLIC  **LEDGER**
AND
NORTH AMERICAN
MORNING--EVENING--SUNDAY
PHILADELPHIA

Welcome to Philadelphia

By Howard C. Story (President, Poor Richard Club)

OVER two hundred years ago its founder called Philadelphia the "City of Brotherly Love," and with this motto in mind we are planning to welcome you on the 19th of June—at the opening of the Twenty-second Annual Convention of the Associated Advertising Clubs of the World. The Poor Richard Club, and myself as President, want to clasp you by the hand in greeting and during your stay prove that William Penn's epithet for our city was not an empty phrase, but a living, vital reality.

We have many historical places to show you and a large number of industrial establishments, as well as some beautiful parks and boulevards. There are many things we want to talk to you about, for the exchange of thoughts is the soundest basis for business progress. Happily, the 1st of June will see the opening of Philadelphia's great International Exposition—the



Mr. Howard Story, President of the Poor Richard Club

Sesquicentennial — celebrating the 150th anniversary of the birth of the nation, where industry and art will be represented in their most advanced forms. Much could be written visualising the 150 years' progress of the nation, but space herein forbids.

The new club house of "Poor Richard" has the delightful "homey" atmosphere which will make its own appeal to you, and the latch string will hang out for you as long as you may make your stay with us.

We wish every member of the A.A.C.W. to be here with us in Philadelphia on June 19, for what we hope will be the banner convention, not primarily for necessary business routine, but to renew associations and friendships of past reunions and to form further ties for the years to come.

Let me reiterate—Come to Philadelphia—Everybody. Give us the privilege of extending the hearty welcome our city motto implies.

What Philadelphia Offers

By H. H. Charles (Chairman of the General Programme Committee)

PREPARATIONS for the Twenty-second Annual Convention of the Associated Advertising Clubs of the World at Philadelphia, June 20-24, indicate that the event will surpass in interest and attendance any advertising convention ever held.

The programme for the general session of the Convention is practically completed. Through the co-operation of the University of Pennsylvania authorities all of the buildings of the University have been turned over for the use of Convention meetings.

Speakers have been selected from seven major activities of industry, including Education, Transportation, Finance, Agriculture, Publishing, Industry and Manufacturing. A noteworthy list of business leaders have been assembled to give their interpretations of the general theme of the convention, "Advertising—the Stabiliser of Prosperity."

The general programme will include:—

Sir Henry Worth Thornton, President and Chairman of the Board, Canadian National Railways, Montreal.

Edward S. Jordan, President, Jordan Motor Car Company, Cleveland.

Bruce Barton, President, Barton, Durstine and Osborn, New York, prominent author and advertising man.

Dr. S. Parkes Cadman, President, Federal Council of Churches of Christ in America.

Dr. Glenn Frank, President, University of Wisconsin, formerly editor, *Century Magazine*.

Judge C. E. Lobdell, fiscal agent, Federal Land Banks, Washington.

C. Harold Vernon, managing director, C. Vernon and Sons, Ltd., London, honorary international Vice-President, Associated Advertising Clubs of the World, and formerly Chairman, Fourteenth District of Associated Advertising Clubs of the World.

Dr. Julius Klein, Director United States Bureau of Foreign and Domestic Commerce, Washington, D.C.

C. K. Woodbridge, President Associated Advertising Clubs of the World, and

Hon. William M. Jardine, Secretary of Agriculture.

The first session of the Convention will take place on Sunday afternoon, June 20, at the new auditorium of the Sesquicentennial Exposition, when an inspirational meeting will be held, with Cyrus H. K. Curtis as chairman of the day. Rowe Stewart, General Chairman of the convention, will preside, and Governor Pinchot of Pennsylvania, former Governor Stewart of Pennsylvania and Mayor Kendrick of Philadelphia will deliver addresses of welcome, with response by C. K. Woodbridge, President of the Associated Advertising Clubs of the World. H. H. Charles, New York, Chairman of the General Programme Committee, will formally present the programme of the Convention.

The keynote address of the session will be delivered by Dr. S. Parkes Cadman, Pastor Central Congregational Church, Brooklyn, New York, and President the Federal Council of Churches of Christ in America. Dr. Cadman's subject will be "Imagination and Advertising."

A feature of this meeting will be a chorus of 1,000 trained voices, with Madame Louise Homer as soloist.

Special church services will also be held in a number of Philadelphia churches.

The general business sessions of the Convention will be opened at 9.30 on Monday morning at the Academy of Music, with an address by C. K. Woodbridge, President of the Associated Advertising Clubs of the World, and addresses of welcome to delegates from other countries will be given by President Woodbridge and Howard Story, President of the Poor Richard Club, Philadelphia. Responses will be made by Lt.-Colonel Lawson, President of the Advertising Association of Great Britain, and George H. Patterson, of Australia.

Lou E. Holland, of Kansas City, former President of the Associated Advertising Clubs, will be the Chairman of this session, which will be addressed by C. Harold Vernon, Sir Henry Thornton, Marcel Knecht of Paris, and one other speaker yet to be assigned.

Although the programme for the Monday afternoon session is not entirely complete at the time of writing, this meeting will include addresses by Edward S. Jordan, President, Jordan Motor Car Company; Wm. M. Jardine, Secretary of



A view of Philadelphia taken from the air. A great welcome is awaiting the delegates who attend the Convention in this—the third largest—city of America.

Agriculture; Judge C. E. Lobdell, fiscal agent, Federal Land Banks, and Kerwin H. Fulton, President, General Outdoor Advertising Company, New York.

Other general sessions of the convention will be held on Wednesday, the day of the International Trade Conference.

On Thursday morning, the Convention will be addressed by Dr. Glenn Frank, President of the University of Wisconsin, Don E. Gilman, Vice-President of the Associated Advertising Clubs; W. Frank McClure, Chairman of the National Advertising Commission; and an outstanding speaker representing the National Better Business Bureau.

Departmental meetings, including meetings of twenty-two of the twenty-seven departments of the National Advertising Commission, will be held during the morning and afternoon of Tuesday, and extending into Wednesday morning for those departments which do not complete their sessions on Tuesday.

The departments holding meetings are as follows:

Advertising Specialty Association; Agricultural Publishers' Association; American Association, Advertising Agencies; American Community Advertising Association; Associated Business Papers; Associated Retail Advertisers; Association Newspaper Classified Advertising; Church Advertising Department; Directory and Reference Media Department; Direct Mail Advertising Association; Association Newspaper Advertising Executives; Financial Advertising Association; Graphic Arts Association; Insurance Advertising Conference; National Association Employing Lithographers; National Association Theatre Programme Publishers; National Industrial Advertisers' Association; Managers' Outdoor Advertising Association; Public Utilities Advertising Association; Real Estate Advertising Association; Screen Advertisers' Association; Window Display Advertising Association.

Under the direction of Charles R. Frederickson, Coshocton, Ohio, Chairman of the Exhibit Committee, plans are taking shape of one of the most magnificent advertising exhibits ever displayed at the Convention. The exhibit will cover the entire Houston Hall, the large student building of the University of Pennsylvania. Displays of the latest developments in practically every field of advertising will be included as well as exhibits from the United States Department of Commerce and Department of Agriculture.

Local on-to-Philadelphia committees have been appointed in most of the advertising clubs throughout the country, and under the direction of Theodore R. Gerlach, General Chairman of the On-to-Philadelphia Committee, it is believed by officials of the Convention that the enthusiasm will result in the greatest attendance which has ever been seen at an advertising club convention.



Mr. W. F. Kendrick (Mayor of Philadelphia)

A CORDIAL WELCOME.

By ROWE STEWART

(General Chairman of Convention Committee of the Poor Richard Club)

I WANT the delegates who are coming to Philadelphia to know that they will receive a really cordial welcome. The invitation which I, as general chairman, extend to every member of every club in the Associated Advertising Clubs of the World is sincere and warm.

Comfort of the Delegates

Our committee are chiefly concerned with seeing that you are comfortable and happy during your visit. We have made arrangements for your entertainment—which include, among other things, a great Music Festival in the new Municipal Stadium. In this you will hear more than 5,000 trained voices and massed bands, led by John Philip Sousa. This will be called "The Epic of America," and will tell in tableau and song the story of our country.

Another spectacle which you will see will be a street parade, showing the evolution of advertising. Clubs and advertisers will be represented by colourful floats and marchers, which will show both our visitors and the general public the story of the progress of advertising.

A Visit to Camden

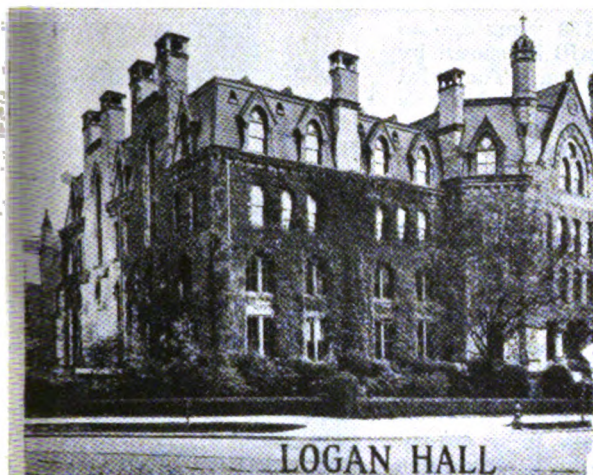
On one day you will be invited to visit the huge works of the Victor Talking Machine Co., across the water from Philadelphia. To cross the water you will use the new \$40,000,000 suspension bridge which has just been thrown across the Delaware River.

We have special committees which will take care of the ladies every minute they are with us. Shopping tours, sight-seeing, historical and scenic trips will interest and surprise them.

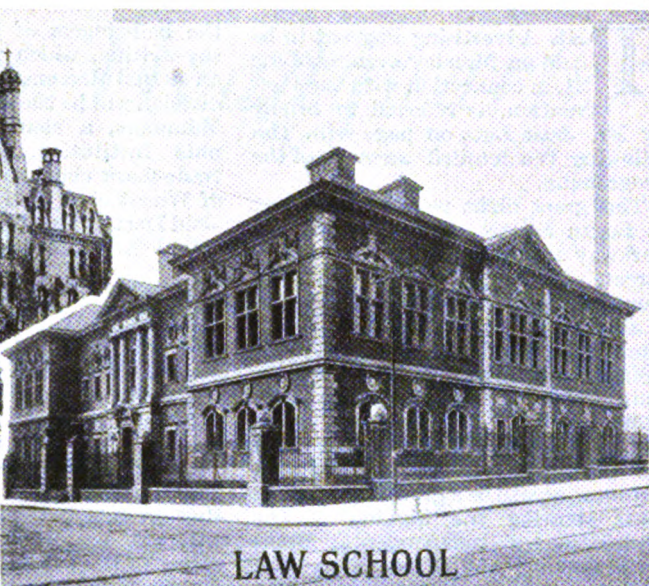
We are doing our very best to make the visit to Philadelphia both beneficial and interesting.

We want everyone who can possibly do so to come to Philadelphia.

THE SCENE OF THE CONVENTION



LOGAN HALL



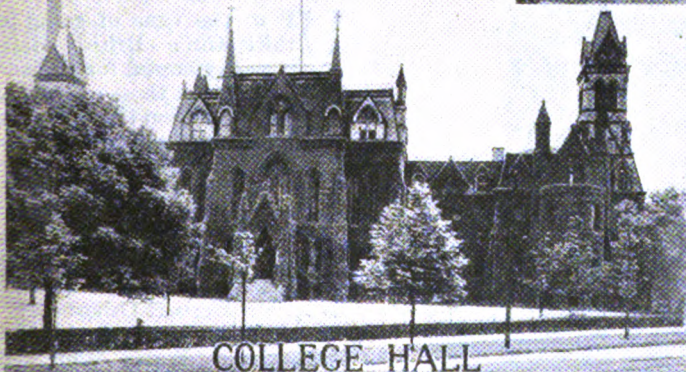
LAW SCHOOL



WEIGHTMAN HALL



HOUSTON HALL



COLLEGE HALL

*Views of University of
Pennsylvania Buildings*
**WHERE DEPARTMENTAL
SESSIONS WILL BE HELD**



U of P MUSEUM

The Advertising Pageant

History of Publicity and the City in a Gorgeous Show—Bathing Beauties and Famous Trade Marks

THE Advertising Pageant to be held on Monday evening, June 21, in connection with the Convention, is referred to briefly by Mr. Jack Lutz on page viii. The following is a detailed account of the programme.

This great night pageant will start at Logan Square, proceed down the Parkway and then down South Broad Street. It will be escorted by City Mounted Police, the Police Band, and in all probability the First City Troop. Then will come a section of automobiles, each representing a member club of the Association. These automobiles will be decorated and many will depict some industry in which that particular city is distinguished.

Following will be a group of historical floats showing the Signing of the Declaration of Independence, Betsy Ross making the First Flag, the Adoption of the Constitution and other events.

Next will come a division showing the development of advertising from

the bell-ringers of 150 years ago to sky-writing, which will be shown by an actual demonstration. The third division will be the famous New Year's Mummings, a characteristic Philadelphia Institution, following will be trade-mark characters, such as Cream of Wheat chef, Bon Ami chicken, the Gold Dust twins, etc., proceeding down Broad Street in character costume. **L**

Railways and Liners

Following will be floats representing nationally advertised products. As this year is the 100th anniversary of the Pennsylvania and the Baltimore and Ohio Railroads, it is expected that the railroads will put in a display showing development in locomotive transportation. It is also expected that an International Steamship Line will run an ocean liner down the course of the pageant. There will be a division representing Philadelphia manufacturers and business houses, also a section devoted to "Philadelphia Firsts," such as the Pennsylvania



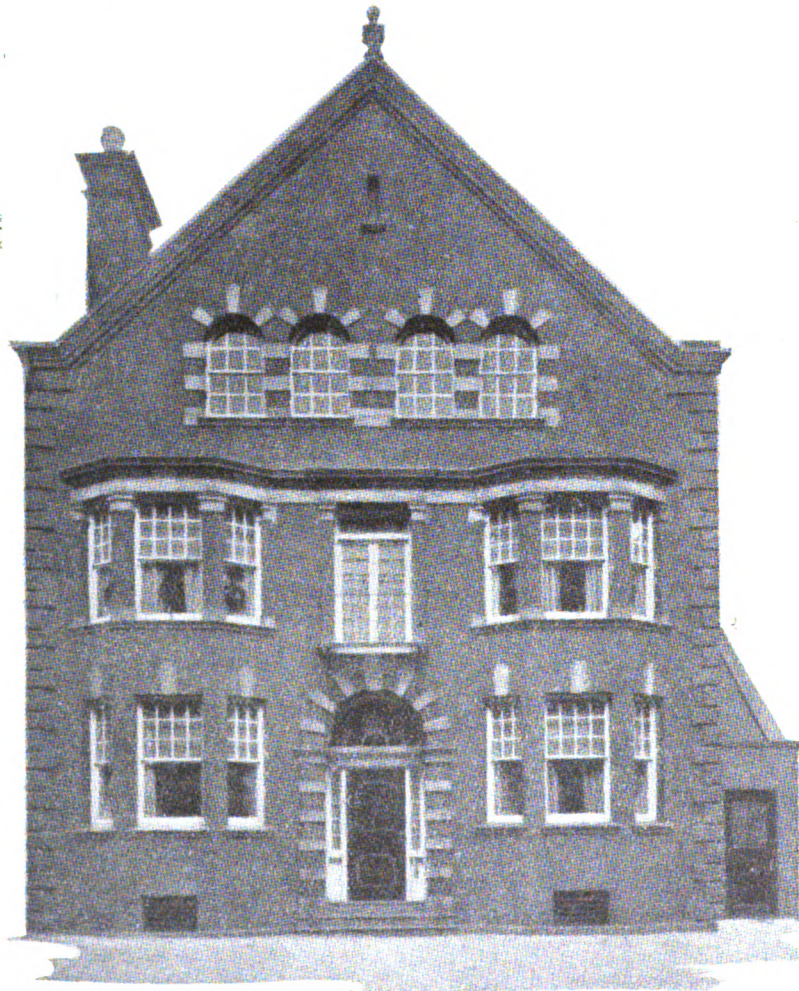
The Chairman of the Poor Richard Club's Convention Committee

Hospital, the first hospital in America; Philadelphia Fire Department, the first fire company in America, etc. There will also be a series of historical floats depicting the growth of Philadelphia since 1776.

Atlantic City will send 100 of its famous bathing beauties who will draw a boat in which will be seated Father Neptune.

The Philadelphia Advertising Women will enter a float depicting women in advertising, and all the Philadelphia Clubs will in some way be represented by floats.

The illumination will be such that it will be the most spectacular pageant ever held.



The Poor Richard Club's Premises in Philadelphia

THE BRITISH DELEGATION

33 Registrations already made

UP to the time of going to press thirty-three British delegates have registered for Philadelphia.

The full list of those who are attending the Convention there includes:—

Col. E. F. Lawson and Mrs. Lawson, Mr. Edward N. Illingworth, Mr. Wm. M. Teasdale, Mr. Ivor Nicholson, Mr. Eric Field.

Mr. J. H. Perkin, Mr. G. E. Bowman, Mr. R. A. Cowtan, Mr. P. E. Saint, Mr. H. Stephen Boyd, Mr. Harold Herd, Mr. Herbert Osborne.

Sir William Veno, Mr. W. H. Veno, junr., Co. E. Watts Allen and Mrs. Allen.

Mr. Andrew Milne, Sir Robert Baird, Mr. Victor Salter, Mr. Herman Baeckert, Mr. Thomas Philpot, Mr. W. Conor, Mr. W. H. Webb, Mr. A. B. Richardson, Mr. W. H. Lynas.

Mr. Albert C. Douglass, Mr. E. H. Prince, Mr. Sinclair Wood, Mr. F. A. Spearing, Mr. G. R. Chapman, Mr. H. Burland, Mr. C. W. Hansford.

Why Philadelphia, U. S. A. is *Advertising Headquarters*

You British advertising men who will visit Philadelphia next June are coming to the headwaters of many things American. Not the least of these is advertising.

ADVERTISING is as old as trade. Telling and selling were born the same day. Although advertising is so very old, as a business it is quite modern! The first man to make a business of selling advertising in newspapers in America was Volney B. Palmer, who put his idea into work here in Philadelphia in 1840. He solicited advertisements to be published in newspapers of other cities. To keep the kettle boiling he sold coal on the side. Coal, too, was then somewhat of a novelty. In sixteen years he was able to drop coal and depend solely on his advertising business.

Volney was a real trail blazer. He opened branches in Boston and New York. He finally sold his Philadelphia business to Coe, Wetherill & Co., from whom N. W. Ayer & Son purchased it in 1877. Thus, the house of Ayer & Son is direct lineal descendant of the first advertising agency in America—perhaps in the world.

It was said of Mr. Ayer, even in the earliest days, that he was an idealist. We,

of this organization today, have every reason to be glad he was an idealist. We prefer to say he was a man of principle. That is, he believed there were laws of righteous business conduct, and, if these were adhered to, success would come to himself and his clients. Results have justified his faith.

His creed was "Make advertising pay the advertiser." He insisted that every penny of an advertiser's appropriation be spent as carefully as if the money were our own.

He never would accept business that, in his judgment, advertising would not help, nor would he permit an advertiser to spend his money contrary to facts and experience. "It is better to lose business right than to accept it wrong," epitomizes his stand.

He considered advertising as much of a service to the public as to the advertiser and, on this principle, we have never knowingly permitted an advertiser to make an untrue statement in an advertisement.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

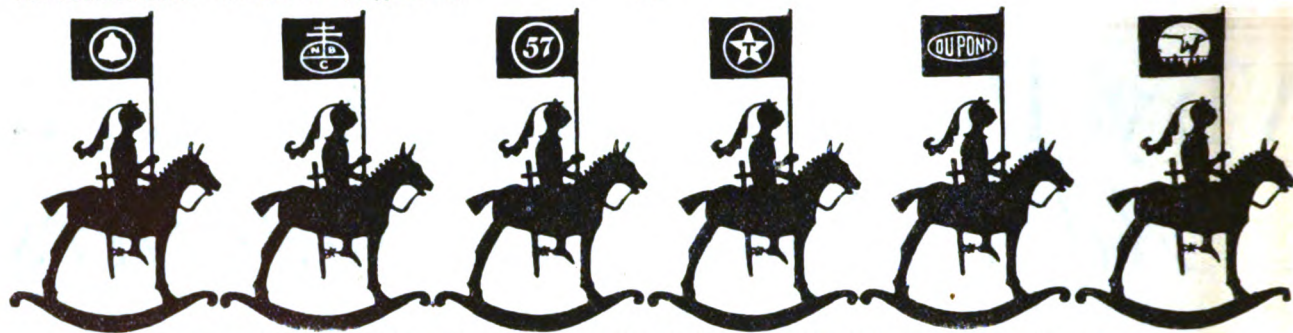
NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





A symbolical decoration to the promotion matter for the great Advertising Pageant on June 21

Some High Spots in the Entertainment Programme

By Jack Lutz (Chairman of the Convention Publicity Committee)

WITHOUT wishing at all to seem boastful, I would like to point out that the Poor Richard Club of Philadelphia made a reputation ten years ago as entertainers, and that reputation, believe me, will not be impaired by our efforts this year. It is my good fortune to be rather close to Convention activities, and I know the reception, the entertainment and the programme that is being laid out for the delegates.

On the entertainment side there will be a good deal that is unusual. On the night of Monday, June 21, there will be a great Advertising Pageant over a magnificent route brilliantly illuminated to bring out the colour effects of floats and marches. It will go right along Broad Street, which I may mention is the longest paved city thoroughfare in the world, and each of the ten divisions in the pageant will have a direct bearing on advertising. Floats depicting the origin, evolution and development of advertising will be included, the first time that this has ever been attempted in a street pageant; there will be a hundred floats of great national advertisers; there will be a division devoted specially to famous American and foreign trade marks. This is a feature which

the Committee consider to be unique in Convention programmes.

On Tuesday, June 22, the Philadelphia Club of Advertising Women, joint hosts with the Poor Richard Club, will hold a grand ball at the Bellevue-Stratford Hotel. On Wednesday night there will be a great outdoor musical festival in the new Philadelphia Stadium with a seating capacity for 100,000 people. A choir of 5,000 trained voices and massed bands of hundreds of instruments will be conducted by the famous John Philip Sousa.

We have borrowed an idea from

London for Thursday night's entertainment, when we shall give a London music-hall entertainment at midnight hotel shows. Thirty-six popular music hall artists will appear at six different hotels and cafés between 11.30 p.m. and 2 a.m. They will in fact work a circuit, doing two or three houses a night, just as is done, or used to be done, anyway, in the old London music halls.

On Friday afternoon there will be an International Golf Tournament and trips to Atlantic City, with its marvellous beach, which is only an hour

away from Philadelphia. Visits to industrial plants are also included in our programme. The Victor Talking Machine Company at Camden will throw open their works to delegates, and there will be a special concert in the new auditorium. The Stetson Hat Company's Works will also be open.

I have left to the last one of the most attractive features of the entertainment side of the visit to Philadelphia during the Convention week. This is the Sesqui-centennial International Exposition. The previous Philadelphia Supplement which the ADVERTISER'S WEEKLY published gave some account of this great international undertaking with its fifty buildings (Contd. on page xvii)



Some of the organisers of the Convention

Speak to the UNITED STATES through The New York Times

THE NEW YORK TIMES is the leading newspaper in the greatest American market—the New York metropolitan district—embracing the territory within a 50-mile radius, with a population of 9,500,000. *The New York Times* is read in every state of the Union by the largest group of intelligent, thinking persons ever assembled by a newspaper, thus giving British advertisers a hearing among the greatest number of discriminating prospects over a wide territory.

Readers of *The New York Times* are leaders in the professions, in banking, in manufacturing and merchandising. They represent the greatest buying power in every city and town and community.

The New York Times has for years published more advertising than any other New York newspaper, printing in 1925 a total of 28,200,444 agate lines, 10,963,382 lines more than the second newspaper.

In four months of this year, *The New York Times* published 10,040,464 agate lines of advertising, a gain of 987,768 over the volume of advertising published in the corresponding period of 1925, and an excess over the second New York newspaper, of 3,718,306 lines.

This record volume was attained despite the censorship *The Times* exercises over its advertising columns, which excludes thousands of lines of announcements that do not conform to its regulations and ideals of a newspaper's obligations to the public.

*The net paid average daily and Sunday circulation
of The New York Times is in excess of 390,000.*

The Sunday circulation exceeds 625,000.

The Evening Bulletin—Philadelphia welcomes British Manufacture 22nd Annual Convention of the Association



Aero Service Corp. of Philadelphia

THE HEART OF PHILADELPHIA

The photograph shows the centre of Philadelphia and the many skyscrapers that house its business and professional firms. The large tower in the centre is the City Hall and around it radiate the retail and commercial activities of the Third Largest City in America.

Finding New Markets for British Made Goods.

A good start to getting increased outlets for British Made goods is to advertise them over-seas in communities that are most receptive.

Philadelphia, the third largest market in America, is, perhaps, the best city in which to begin an advertising campaign for any English article.

Most of its 2,000,000 population is of English descent, in fact the city was founded and laid out by a great Englishman, William Penn, who called it "the City of Brotherly Love."

Nearly 8,000,000 people live within an 80-mile radius of Philadelphia of which it is the trading centre, influencing the other great American markets to the South and West.

British steamers make regular sailings to and from the Port of Philadelphia, and it is possible for the British merchant to ship his goods here without transfer en route.



Convention Headquarters are in the Bulletin Buildings, and British Delegates are invited to make this newspaper their Headquarters. The staff of the Bulletin's advertising department will gladly give British delegates first-hand information regarding the Philadelphia market.

Most Important Newspaper and Advertisers to attend the Advertising Clubs of the World at Philadelphia



Aero Service Corp. of Philadelphia

WHERE THE A. A. C. W. CONVENTION WILL BE HELD.

In the lower left foreground may be found the group of buildings of the University of Pennsylvania where the proceedings will take place. Franklin Field, the vast stadium shown in the centre, seats 80,000 persons. In the upper left is the business portion of Philadelphia, and across the top is the Delaware River and the city of Camden.

Fresh Ideas and Viewpoints at Philadelphia.

The Convention of the Associated Advertising Clubs of the World is to be held at Philadelphia, June 19 to 24, 1926, and offers an excellent opportunity to the British business man to visit America and mingle with the keenest minds who will there assemble to discuss and formulate plans for business expansion.

Delegates from all the world, as well as from all sections of the United States and Canada will give and get new ideas, fresh viewpoints, valuable plans and suggestions for utilising advertising in creating, holding and serving world markets.

The deliberations of the Convention will be held in the buildings of the University of Pennsylvania, while the 8,000 manufacturing plants and 55,000 wholesale and retail business establishments of Philadelphia will also provide ample opportunity for the studying of American business places and methods.

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in the United States.

524,662
 copies a day.

"In Philadelphia nearly everybody reads The Bulletin"

Great Variety of Topics to be Discussed

Some Interesting Points from the Business Programme—Community Selling, Retail Publicity, and the Human Appeal

THE full programme of the Philadelphia Convention is not yet available for publication, but we are able to give a forecast of some of the sessions.

The programme for the departmental sessions of the Associated Retail Advertisers at Philadelphia, on June 22 and 23, includes the following speakers and topics:—

Hon. Vernon W. Van Fleet, member Federal Trade Commission, Washington, D.C. Subject: "Advertising Representation and its Responsibility from a Governmental Viewpoint."

Edward L. Greeno, managing director of the National Better Business Bureau. Subject: "Working with the Retailer."

Paul M. Mazur, of Lehman Brothers, Investment Bankers, New York. Subject: "The Functions of the Publicity Department and its Relation to the Organisation Structure."

Adam L. Gimbel, executive head of Saks & Co., Fifth Avenue, New York. Subject: "Copy and Promotion—Market Street, Philadelphia, versus Fifth Avenue, New York."

Irving R. Parsons, advertising manager of the *New York Telegram*. Subject: "A Review of Advertising of the Past and Present with Certain Prognostications as to the Future."

Leo E. McGivena, research director of the *New York Daily News*. Subject: "The Change in Buying Appeal."

Louis Pedlar, of the firm of Pedlar & Ryan, advertising agents. Subject: "The Graphic Age in Advertising."

Speciality Uses

The Advertising Specialty Association's programme for June 23 will deal with "The Human Appeal in Advertising." The papers to be read include:—

"Advertising Specialties Create Good Will," by Samuel C. Dobbs, former President, the Coca Cola Co.; former President, Associated Advertising Clubs, Atlanta, Georgia.

"Advertisements that Beautify Home and Office," by E. N. Ferdon, President, The Blanchard Co., Aurora, Illinois; President, Advertising Specialty Association.

"Little Gifts that Remind You of the Giver," by Thomas H. Sewell, Advertising manager, Ohio Savings Bank & Trust Co., Toledo, Ohio.

"Business Secrets," by G. M. Gottfried, manager sales promotion, Bakeries Service Corporation.

Window Display

The programme of the Window Display Advertising Association for June 22 is as follows:—

"Push v. Pull in Window Displays," by Herbert W. Hess, Ph.D., Professor of Merchandising, Wharton School, University of Pennsylvania.

"Farm Market Window Displays," by B. J. Parsons, director of merchandising, Standard Farm Unit, Chicago.

"Building a Business with Window and Store Displays," by Samuel C. Dobbs, former President, Coca Cola Co.; former President, Associated Advertising Clubs of the World.

Aspects of Community Work

The American Community Advertising Association will meet on June 22 with the following programme:—

"Conserving Community Funds," by Charles F. Hatfield, secretary and general manager, St. Louis Convention and Publicity Bureau, St. Louis, Missouri.

"Value of Hotels in Community Advertising," by John C. Burg, Hotels Statler Co., Inc., New York, N.Y.

"Bank Advertising and the Community," by T. H. Sewell, publicity director, Ohio Savings Bank & Trust Co., Toledo, Ohio.

"Legislation to Aid Community Advertising," by Martin Keet, secretary, Chamber of Commerce, Sunbury, Pa.

"How the Railroads Advertise Communities and Sell Good Will," by C. B. Sudborough, general traffic manager, Pennsylvania Railroad system.

"Community Research in Building an Advertising Programme," by Dr. Leonard P. Fox, Bureau of Research, Pennsylvania State Chamber of Commerce, Harrisburg, Pennsylvania.

"Recreation and Community Selling," by Eugene T. Lies, special representative, Playground and Recreation Association of America, Chicago, Illinois.

"Relation of the Advertising Agencies to Community Advertising," by W. Frank McClure, chairman, National Advertising Commission, Albert Frank & Co., Chicago, Illinois.



The famous oak panelled smoking room of the Cunarder "Berengaria," the official Convention ship, the largest vessel in the Cunard fleet, in which the delegates will sail from Southampton on June 12

THE MEETING OF MINDS



WHEN any two parties enter into a contract, three essential elements are involved.

They are the subject matter, the consideration, and a meeting of minds.

All are important, but the last one is the most delicate and the most interesting.

Until there has been a meeting of minds, there is no contract—not even the beginnings of one.

And thanking the law for that phrase, “a meeting of minds,” we here and now most solemnly affirm that without a meeting of minds there can be no relation that is pleasant, profitable, or permanent between an advertising agency and a client.

Almost we would say there cannot be the beginnings of such a relationship.

Further, we say that if there does exist a true meeting of minds, all other things are likely to follow.

Yet the advertiser who is trying to select an agency usually looks for everything else before he looks for

minds that meet with his own.

In searching, feeling, grasping for some standard, some measuring stick, by which to select the right agency—so many advertisers remain blind to the most important factor in the relationship between agency and advertiser.

That factor is a mind that meets with your own. For if I can see your business as you see it and see your goal as you see it; if I can nag you when you need it and rise to your nagging when I need it; if I can show you what is wrong with your algebra while you help me with my physics; if I can do what you can't do and can understand what you can't say; if you can use what I love to give; and if you seek what I have the knack of finding—then we belong together.

And it doesn't make any difference whether I am a “little one-man agency” with desk-room somewhere or whether I am a “big incorporated agency” with branches in several cities.

“Better be a nettle in the side of your friend, than his echo,” said Emerson; and when we speak of a “meeting of minds” we do not mean a “Yes” agency. We mean those things that you can't always see by looking over a book of proofs, or walking down a row of offices, or shaking a line of hands.

We mean both parties thinking of the same thing and trying to do the same thing.

We mean a meeting of minds. Already you pretty well understand what we mean—or you don't.

GEORGE BATTEN COMPANY, Inc.

Advertising



GEORGE BATTEN COMPANY, Inc. NEW YORK CHICAGO BOSTON

Your American

Advertising Appropriation

IN its judicious apportionment over the powerful purchasing areas of the United States may be made to completely blanket half-a-state—the Southern portion of the State of New Jersey—by using the advertising columns of the

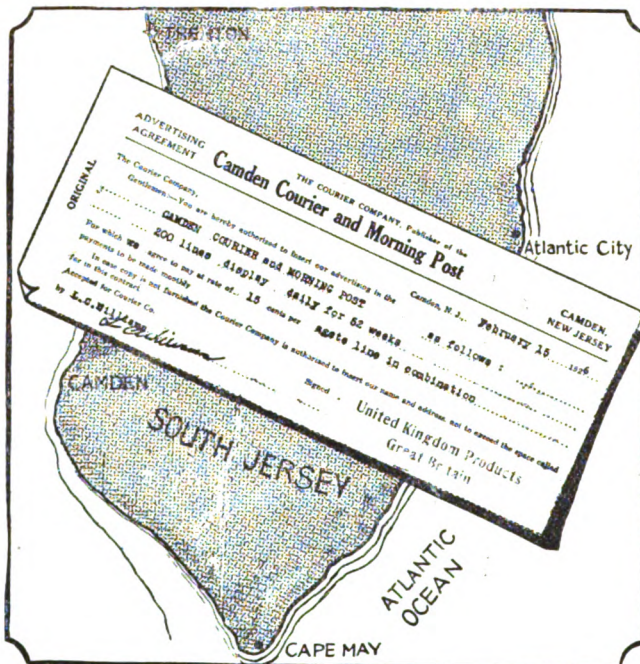
(EVENING)

CAMDEN COURIER

MORNING

The Post.

SOUTH JERSEY'S GREAT NEWSPAPER DUO
in which you may reach 60,000 homes daily, and enjoy a combination rate



South Jersey may be completely covered for sevenpence ha'penny per agate line.

In South Jersey a decided atmosphere of appreciation of Old Country Products prevails.

Philadelphians too, constituting one fifth of the population of the metropolis, cross the greatest suspension bridge in the world (just completed) from and to their homes in South Jersey. It is as though you were reaching South London, Kent, Surrey, and Sussex in a newspaper duo published at the Elephant and Castle. Metropolitan, very—but urban, extensively.

IT IS THE ONLY WAY TO COVER SOUTH JERSEY
ECONOMICALLY AND THOROUGHLY

We respectfully solicit your valued Orders
COURIER-POST PUBLISHING CO.

(J. DAVID STERN, Publisher),

CAMDEN, NEW JERSEY, U.S.A.

THE POSSIBILITIES OF CAMDEN, N.J.

New Bridge Across Delaware River
Promises More Trade and Increased
Prosperity

[FROM A CORRESPONDENT.]

IMAGINE the Thames without London Bridge, Blackfriars Bridge, Waterloo Bridge, and Westminster Bridge, with only railroad bridges across it, and ferries running from shore to shore!

And then imagine the difference it would make to South London—even as far as Brighton and Worthing—if the passenger bridge were opened. Londoners cooped up on the north side of the river would rush to secure homes on the Surrey side, and the increase in business and general commerce would be enormous.

That is just what has happened to Camden, New Jersey.

Camden is right across the Delaware River from Philadelphia, and has been previously reached only by the Pennsylvania Railroad Ferry Service, which employs a number of ferry boats for transporting vehicular traffic as well as pedestrians.

Now a bridge has just been opened which is known as the Delaware River Bridge—the largest and longest suspension bridge in the world. Buses now pass over the bridge and it will enable Philadelphians to go across the river to Camden and other parts of South Jersey with much greater facility.

What will be the effect of this epoch-making move? The population of Camden, in the city, is now 116,309. In the Camden trade area it is 350,000. The local authorities have not the slightest doubt that the population will double itself within the next few years as a result of this new bridge.

At the present time, Camden houses such great commercial concerns as the world-famed Victor Talking Machine plant, the Campbell Soups factory and a thousand and one other concerns operate in Camden and in South Jersey (of which Camden is the centre).

With the opening of the new bridge and the consequent improved transport facilities, it is safe to say that hundreds of other big commercial undertakings will build factories and warehouses in the Camden district; the result of this will be that thousands more workpeople and administrative men (and their families) will migrate to this area.

The bridge will be the artery through which the life-blood of commerce and trade will flow with greater ease, and it seems certain that there is a great future for this American city.

It is interesting to note that the arrangements for the Philadelphia Convention include a visit by the delegates to the Victor Talking Machine Company at Camden, where a special concert will be given. The delegates will be the guests of the City of Camden at a buffet supper, which will be served in the new auditorium.

“On to Philadelphia”—

YES, but whichever route you choose you are reasonably certain to pass through New York, for New York is to the United States as Rome was to ancient Italy.

And while you're here be sure to read the Herald Tribune in order to see for yourself why it is pre-eminent among the substantial people of perhaps the most responsive market in the world.

New York Herald Tribune

AMERICA'S COMPLETE NEWSPAPER

Dear Sir,

May we have your reply to this promptly?

You have had our advance announcement of the "ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK." We feel it is no more than fair to inform you that this edition of the ANNUAL, which has only been out a few weeks, is now nearly exhausted. Well over 2,000 orders have been received, only 300-odd copies are now remaining. So it is essential that you take this final opportunity of securing for your permanent use this greatest British Advertising Reference Book.

Will you therefore be good enough to let us know by return whether we are to send you one of these remaining copies of the ANNUAL?

With its (1) complete Directory Sections, (b) Statistical Market Survey, (3) Full Official Report of the Advertising Convention, and (4) Technical Review of Advertising Progress—the ADVERTISER'S ANNUAL is really four works in one, the one essential All-in Advertising Compendium that you need daily. It contains 59 separate features, 12 Directory Sections with more than 8,600 entries, 60,000 words of Convention Reports alone, more than 100,000 facts, nearly 500 big pages—full up with information and ideas that must be of infinite practical value to you every day of the year.

Within a few days this edition of the ANNUAL will be exhausted—the only way to make sure of securing your copy is for you to fill up the coupon below and post it to us promptly by return.

No remittance is required—simply post coupon now—and you will receive your copy of the ADVERTISER'S ANNUAL promptly by return.

Yours faithfully,
The Editor,
ADVERTISER'S ANNUAL.

Tear off and Post this Coupon NOW.



To the "Advertiser's Weekly,"

Publishers of

ADVERTISER'S ANNUAL,
66/67, Shoe Lane, London, E.C.4.

Please send me a copy of the ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK post free by return, and invoice me at the regular price of 17s. 6d.

Name.....

Address.....

GREAT VARIETY OF TOPICS

(Cont. from p. xii)

"Selling Your Community Through the Store Window," by C. S. Clark, assistant to president, Edwards & Deutsch Lithographing Co., Chicago, Illinois.

"National Community Advertising," by Don E. Mowry, general secretary, Association of Commerce, Madison, Wisconsin.

District Community Advertising Projects—

"What Texas is Doing," by Mrs. Robert G. Coulter, Coulter & Payne, San Antonio, Texas.

"Virginia's Campaign at Norfolk-Portsmouth," by Capt. F. E. Turin, manager, Norfolk-Portsmouth Advertising Fund.

"Pike's Peak Region," by Gifford Gillaspay, Hathaway Advertising Service, Colorado Springs, Colorado.

On June 23 other papers will be read on community projects, including—

"Maine's Programme of State-Wide Advertising," by Harrie B. Coe, manager, State of Maine Publicity Bureau, Portland, Maine.

"Advertising the Playground of Michigan to the Country," by J. Kennard Johnson, manager, Bay City Chamber of Commerce, Bay City, Michigan.

"Pennsylvania's Plan and Results," by T. C. Mirkil, manager, State Publicity Bureau, Harrisburg, Pennsylvania.

"Denver's Activity (Visualised)," by Joe E. Moorhead, Mountain States Telephone Co., Denver, Colorado.

Finance

The Financial Advertisers' Association will be in session on June 23 with the following programme:—

"Are Banks Advertising Their Community or Should They?" by T. H. Sewell, Ohio Savings Bank & Trust Co., Toledo, O.

"Living Up to Your Bank's Advertising," by O. Howard Wolfe, Philadelphia Girard National Bank.

"An Outsider's Viewpoint on Financial Advertising," by Charles R. Weirs, National Shawmut Bank, Boston, Mass.

"Selling Trust Service," by Francis H. Sisson, Guaranty Trust Co., New York City.

"Life Insurance Trusts," by Clinton F. Berry, Union Trust Co., Detroit, Mich.

The Agents' Programme

The programme of the American Association of Advertising Agencies for the sessions of June 22, includes the following papers:

"Scope of the Advertising Agency," by Roy S. Durstine, Barton, Durstine and Osborn, Inc., New York, N.Y.

"Developing New Accounts," by R. S. Simpers, McLain-Simpers Organisation, Philadelphia, Pa.

"New Lineage Indirectly Created," (author to be announced).

"Getting the Facts Through a Survey," by Paul T. Cherington, J. Walter Thompson Co., New York, N.Y.

"Using Facts to Build the Advertising Campaign," by Milton Towne, Joseph Richards Company, New York, N.Y.

"The Copy" (author to be announced.)

"The Art," by W. H. Beatty, Newell-Emmett Company, Inc., New York, N.Y.

The sessions on Wednesday, June 23 of this section include:—

"Collateral Service of the Advertising Agency (author to be announced).

HIGH SPOTS IN THE PROGRAMME—

(Cont. from page viii)

devoted to the arts and commerce of all the important countries of Europe and South America. The evenings of Tuesday and Thursday in Convention week have been left clear of definite features in order that delegates may have these evenings free to visit the Exposition.

I must not fail to draw the attention of delegates to two great museums, the University of Pennsylvania Museum and the Commercial Museum, where advertising men and women with keen eyes and brains will find hundreds of ideas for copy and layout. Manufacturers too, may secure here ideas which open up hitherto undreamed of avenues for creating and supplying human demands. These museums contain raw materials and manufactured products from all parts of the world. They suggest new uses, new models and new ways for the development of foreign business.

The business sessions of the Convention will be held on the campus of the University of Pennsylvania. This great educational institution, founded by Benjamin Franklin, and now comprising over 75 buildings, covers an area of 117 acres. "University City," on the west bank of the Schuylkill River this year houses sixteen thousand students. The entire group of buildings including the dormitories have been turned over to the Poor Richard Club Convention Committee for these sessions. There are large assembly rooms, numerous smaller rooms for departmentals, executive meetings, committee meetings and other groups.

The buildings are ideally located from a transportation point of view. They are within a short distance of three railroad terminals and trolley and 'bus lines converge from all four quarters of the city. Believing, however, that some of the delegates would rather stay right on the University Campus at lunch time, provision is being made to serve luncheon in the gymnasium building, connected with Franklin Field.

The entire Sesquicentennial Exposition will naturally be of an educational character. It will be an international exposition, participated in by virtually all the leading nations of the world. It will depict forcefully the developments during the past 150 years in the arts and sciences; in manufacture, in industry, and in economics. But of particular interest to the advertising delegates will be the Liberal Arts Exhibit, wherein will be shown the progress in papermaking, in photo engraving, in etching, in lithography, in photography, in commercial art, in printing, and result of all of them, in advertising. The advertising exhibit will be particularly educational and the mecca for the delegates. This, by the way, will be housed in Houston Hall on the University Campus.

*Rather Impressive
What?*

IN the United States, a land "flowing with Milk and Honey" for the shrewd advertiser; a land stretching 3,000 miles from the Atlantic to the Pacific and from Canada to the Gulf of Mexico; a land thickly dotted with Towns and Cities with populations ranging well into the millions; each Town and City having one or more daily newspapers—and, among ALL these daily newspapers, some 1,500 or more, we are able to say that, during 1925 the

Newark Evening News

in Advertising Lineage ranked

First in Classified Advertising
First in Automobile Advertising
First in Food Advertising
First in National Advertising

TO be able to substantiate this claim; to prove the FACT by actual figures, is rather impressive, don't you think?

And the reason for this preponderance of business is the fact that the NEWARK EVENING NEWS is the recognized HOME NEWSPAPER of a section of the Metropolitan District, shown by Federal Census and Income Tax Statistics to be the most populous and wealthy territory in the United States.

It is read by every member of every family
in every Home into which it
is daily delivered.

A booklet, sent upon request, will give detailed and conclusive evidence.

Newark Evening News

(Always Reaches Home)

EUGENE W. FARRELL,
Business and Advertising Manager,

215-221 Market Street, Newark, New Jersey, U.S.A.

GREAT VARIETY OF TOPICS

(Cont. from p. xvi)

"The Business (internal) End of an Advertising Agency," by Harrison Atwood, The H. K. McCann Company, New York, N.Y.

"Where Is the Advertising Agency Going in the Future?" (author to be announced).

Direct Mail

The Direct Mail Advertising Association will meet on June 22 and 23, the programme being as follows:—

"Handling Mailing Lists to Get the Best Results," by Edward Coleman, Publicity Department, Abraham and Straus, Inc., Brooklyn, New York.

"Using Direct Mail to Make Space Advertising Effective," by S. E. Conybears, Assistant Sales Manager in Charge of Advertising, Armstrong Cork Company, Lancaster, Pennsylvania.

"Getting Your Message Over to the Other Fellow," by A. M. Candee, Advertisement Manager, The National Enameling and Stamping Company, Inc., Milwaukee, Wisconsin.

"Reducing Sales Costs Through Good Printing," by Watson M. Gordon, S. D. Warren Company, Boston, Mass.

"The Place of a House Organ in a General Advertising Programme," by E. R. Manchester, Editor, *Du Pont Magazine*, E. I. Du Pont Nemours and Company, Wilmington, Delaware.

"Better Direction in Direct Mail Selling," by S. Roland Hall, Advertising Agency Service, Easton, Pennsylvania.

"You Can't Say 'No' to the Ceiling," by Streeter Blair, Treasurer, The Havens-Blair-Cortlich Company, Kansas City.

"The Postal Situation from a Government Viewpoint," by Hon. Robert S. Regar, Third Assistant Postmaster-General, Washington, D.C.

"The Postal Situation from a Mail User's Viewpoint," by Richard H. Lee, National Council of Business Mail Users.

The Professors

The programme of the National Association of Teachers of Advertising and Marketing, on June 22, when Prof. Edward J. Kilduff, Chairman, Department of Business English, New York University, New York, N.Y., will preside, includes:

"Supplementary Assignments for the Study of Advertising," by Neil H. Borden, Assistant Dean, Harvard University, Boston, Massachusetts.

"Supplementary Assignments for the Study of Marketing," by Prof. Nathaniel W. Barnes, University of Chicago.

"What the University can do to prepare men and women for work in advertising agencies," by Wilfred W. Fry, President, N. W. Ayer and Son, Philadelphia, Pa.

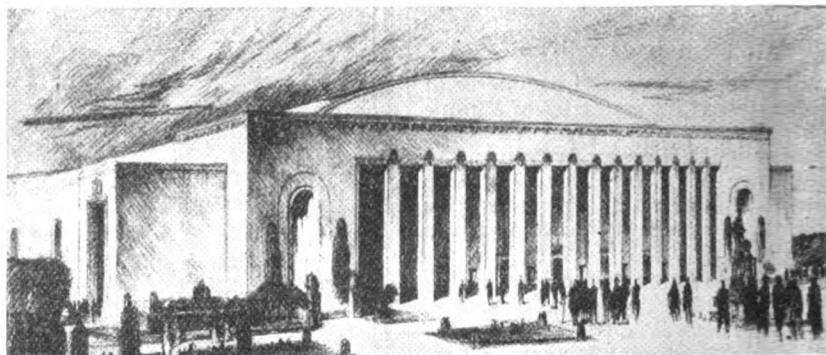
"What the University can do to prepare men and women for the business side of periodical publishing," by William Boyd, Advertising Director, The Curtis Publishing Company, Philadelphia, Pa.

Theatre Programmes

The National Association of Theatre Programme Publishers, on June 23, will discuss:

"The Use of Theatre Programmes for Topics and Information of Civic and Community Interests," by Charles F. Hatfield, President, American Community Advertising Association, St. Louis, Mo.

"Opportunity to Improve Theatre Programmes and Broaden Our Service to the Advertiser," by E. E. Brugh, Clyde W. Riley, Advertising System, Chicago.



One of the palaces of the Sesquicentennial Exposition

Advertising Can Make World Peace Secure

Mr. C. K. Woodbridge's Vision of the Task of the A.A.C. of W.—Sweetening International Relationships

From an American Correspondent

"WHAT a great opportunity we advertising men of America have to promote proper international relationship."

Thus did Mr. Woodbridge sound his keynote on the mission of the Associated Advertising Clubs in promoting the proper relationships between the various countries of the world, in a speech at a farewell luncheon given to him, and to Mr. H. R. Schwartz and Mr. Edw. Everett Pidgeon before they left New York on their visit to the Blackpool Convention.

He said that just as the industries of this country have come together to solve their common problems, so can the various countries of the world, through the agency of advertising organisations, interchange ideas and thresh out difficulties to an agreeable conclusion. The advertising men of the world could effect this project much better than politicians and statesmen.

Mr. James Wright Brown, Chairman of the meeting, caused protracted applause when he stated that Mr. Woodbridge's

mission was only partially performed and that when the Convention of Advertising Clubs meets in Philadelphia in June, he hoped that they would have the good judgment to re-elect the man who has done so much in partly completing his job, and that Mr. Woodbridge should be given the opportunity to carry on his splendid work to a completion.

Sir Charles Higham, as a representative of the British advertising interests, wished God-speed to Mr. Woodbridge, Mr. Schwartz and Mr. Pidgeon. He gave an indication of the splendid feeling which has come about in Great Britain as a result of the Associated Clubs' activities, and said that those who were former competitors in a personal sense, as well as in a business sense, have now banded together with common interests. He stated that he had asked one of his most ardent competitors, Mr. William Crawford, to present a picture which Sir Charles is giving to the Poor Richard Club of Philadelphia, as a token of his appreciation for their splendid treatment to him in the "Quaker City."

The Convention Ship

Facts and Figures About the *Berengaria*

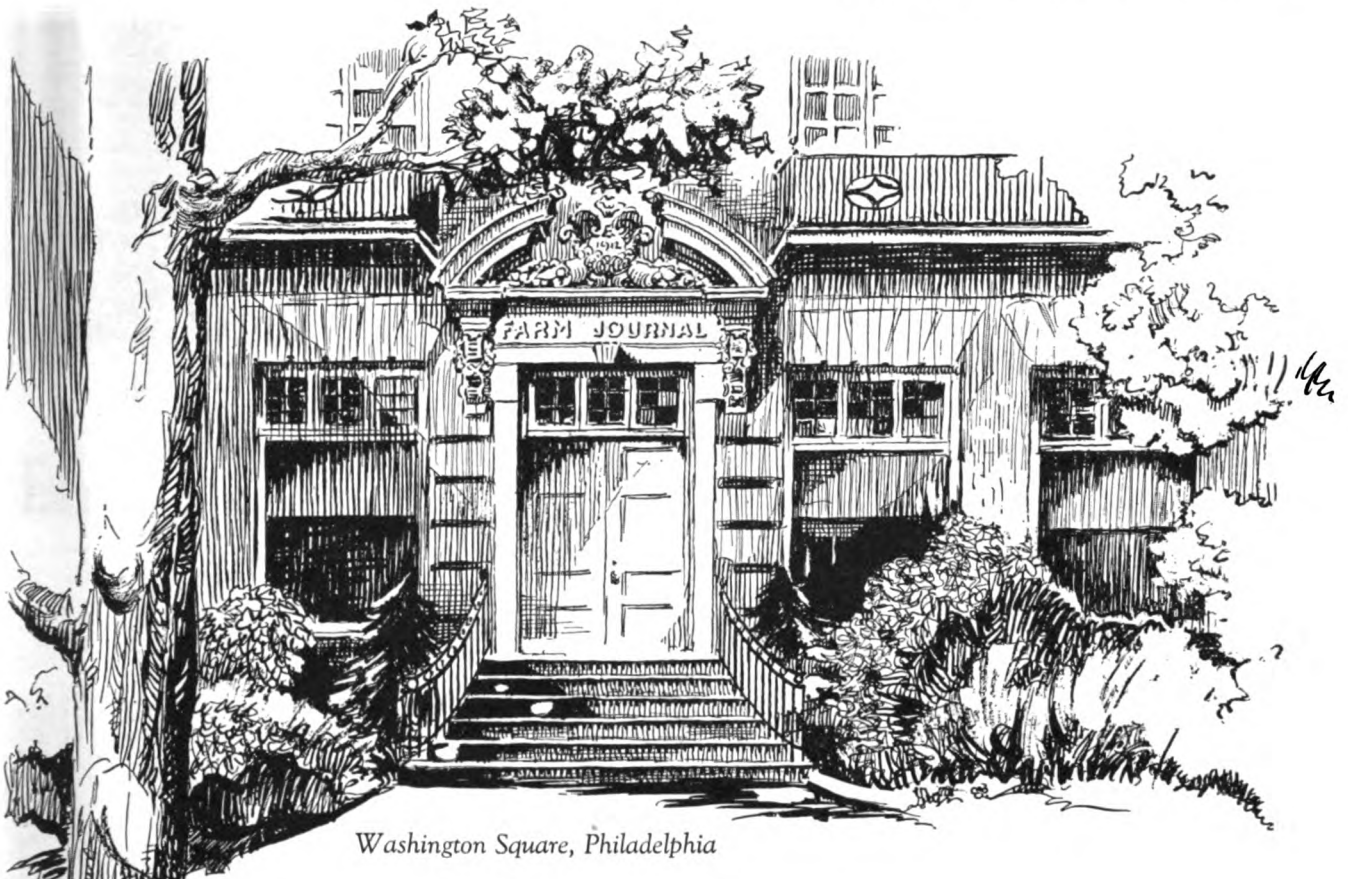
THE Cunard liner *Berengaria*, sailing from Southampton on June 12, is the official ship by which the British delegates of the 22nd International Advertising Convention, to be held at Philadelphia from June 19 to 24, 1926, will cross the Atlantic.

The Cunard Company has been closely connected with the Associated Advertising Clubs of the World, and since the War several delegations have crossed the Atlantic in their steamers. The first British Advertising delegation to the United States was in 1923, when the members of the Thirty Club, visiting the Convention at Atlantic City, made the ocean voyage in the *Berengaria*. So pleased were those delegates with the many comforts of the liner that, on arrival at New York, the President, Mr. John Cheshire, wrote in their behalf to the Cunard Company, as follows:—

All agree that the *Berengaria* is a super-ship and the service and general management of the vessel leaves nothing to be desired. I have pleasure in placing on record our deep appreciation of the comfortable conditions under which we travelled.

The *Berengaria* is the largest of all the Cunarders, having a tonnage of 52,700, and the length is well over 900 feet. Her gigantic dimensions have allowed for the provision of extensive public and private rooms. They are so spacious and so varied in purpose that away from the open promenade the illusion of being on shore is difficult to overcome.

But it is not only her size and luxury that place her in the forefront of the world's greatest ships, she is also speedy, averaging twenty-three knots, and during recent months she has on several occasions beaten her old steaming records.



Washington Square, Philadelphia

OUR English advertising friends who attend the annual convention of Advertising Clubs of the World, which is to be held in Philadelphia June 19 to June 24, 1926, are very cordially invited to visit us during their stay in America.

Drop in for luncheon any day and see where more than 1,300,000 copies of The Farm Journal are published monthly, by far the largest circulation of any farm publication in the world.

The Farm Journal

first in the farm field

Philadelphia
San Francisco

New York
Los Angeles

Chicago
Seattle

Boston
Atlanta

"the authority on the American farm market"

THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

THE CHRISTIAN SCIENCE MONITOR, BOSTON, THURSDAY, MARCH 25, 1926

NEW ALIEN BILL FACES PROTESTS

Provisions of Mandatory
Deportation Measure Are
Called Too Drastic

Special from London Bureau.
WASHINGTON, March 25.—Protest against the terms of the Huddell bill regarding deportation of aliens on the ground that the proposed legislation goes to the extreme limit of severity in getting the desired result on these points, was voiced today by the House Committee on Immigration and Naturalization. The committee's report on the bill, which is now in the hands of the Senate, is expected to be made public in the near future.

MONOPOLY PRICE OF POTASH CITED

Applies Only to Sales to
United States, Agriculture
Department Finds

Washington, March 25.—The Agriculture Department today announced that it has found no evidence of a monopoly in the sale of potash to the United States. The department's investigation was based on a report from the Interstate Commerce Commission, which had alleged that a monopoly existed in the sale of potash to the United States.

RECORD ONLY OF THE STUNNY HOUR

By the Associated Press
THE LIGHT IN HIS HISTORY

London, March 25.—The light in his history, the record of the Stunny Hour, is a record of the life of a man who has been a leader in the world of letters and of the world of thought. His life has been a life of service to the world, and his death has been a death of service to the world.

MEXICAN SCHOOL TO AID BUSINESS

American Railroad Club Is
Shown How Education
Will Help America

Special from Mexico Bureau.
NEW YORK, March 25.—American business men will find the benefits of the Mexican school program, now being conducted by the American Railroad Club, in the fact that it will help to develop a new class of business men in Mexico. The program is designed to give Mexican students a practical education in business, and to help them to become successful in their own country.

AMERICAN-TURKISH PACT TO BE PUBLISHED

Washington, March 25.—The American-Turkish pact, which was signed in Ankara, Turkey, on March 20, is expected to be published in the near future. The pact is a significant step in the development of relations between the United States and Turkey.

TRADE UNIONS FEDERATION TO CONFER ON IMMIGRATION

Co-operation of International Labor Office of League of
Nations Promised at World Conference to Be Held
in London May 18-21

Special from London Bureau.
LONDON, March 25.—The International Federation of Trade Unions at Amsterdam with the object of convening a fully representative world conference of labor to discuss various problems connected with immigration and emigration. It was agreed that if the most fruitful results were to be obtained from such a conference it would be necessary to have the co-operation of the International Labor Office of the League of Nations. In this was the various governments and national employers' organizations would be brought into consultation through their representatives on the governing body of the office.

MAINE DEMOCRACY FOR DRY ENFORCEMENT

Portland, Me., March 25.—Maine Democrats for the June primary campaign today on a platform of imperial law enforcement, business economy, and aid to agriculture and the seaboard.

CORRELL ASKS OPTIONAL BILLS

ITILIA, N. Y., March 25.—Correll, U. S. representative, today introduced bills for the circulation of the penny, and for the circulation of the penny, and for the circulation of the penny.

NATIONAL Advertisers in both America and England make profitable use of the advertising columns of The Christian Science Monitor—an International Daily Newspaper read in every country of the world. London advertising office, 2, Adelphi Terrace; Paris, 56, Rue du Faubourg Saint Honore; Florence, 11, Via Magenta.

**CONFISCATION BILL
URGED IN GERMANY**
BERLIN, March 25.—German radicals will hold a national congress to decide whether the Reichstag should pass a bill to confiscate the property of the former ruling classes. The bill is expected to be passed in the near future.

**EMIGRANT INSPECTION
TO BE DISCUSSED**
LONDON, March 25.—The committee of the House of Commons on the question of emigration is expected to report on the question of emigration in the near future.

**TURNING WOMEN ARRESTED
CONSTANTINOPLE**
—Confused with enlarged prison for women in Turkey made an order for the arrest of all women who are found in the streets of Constantinople. The order is expected to be passed in the near future.

**TURKEY TO CONDUCT
ITS LIQUOR BUSINESS**
—The Turkish Government has decided to take over on June 1 the whole liquor business of the country. It will manufacture domestic liquor.

ITALY, N. Y., March 25.—Correll, U. S. representative, today introduced bills for the circulation of the penny, and for the circulation of the penny, and for the circulation of the penny.

ITALY, N. Y., March 25.—Correll, U. S. representative, today introduced bills for the circulation of the penny, and for the circulation of the penny, and for the circulation of the penny.

ITALY, N. Y., March 25.—Correll, U. S. representative, today introduced bills for the circulation of the penny, and for the circulation of the penny, and for the circulation of the penny.

Super & Spice & All that's nice in

The Land of Plenty

How jolly it must be to live at a Grocer's shop and never go short of anything on Sunday—either for breakfast or tea.

How glad to go with the grocer when the shop is shut and the blinds drawn, and open time of Jacob's biscuits to see what's on them. . . . How are you, which begins by being crunchy and then all of a sudden melts deliciously in the mouth. DISCOT CHOCOLATES splendor for lunch if you don't eat them before. And here are CREAM CRACKERS. . . . A hot, buttery, crisp, and delicious. To use at least is revealed the true spirit of Christmas.

JACOB'S BISCUITS

MADE IN ENGLAND

White Rock Ginger Ale

It's at Your Favorite Restaurant and Hotel

It's Everywhere!

WHEN tired of ordinary drinks give yourself the fresh enjoyment of White Rock Ginger Ale—the new pale Ginger Ale sensation made from the world renowned White Rock Water.

With meals, between meals—whenever you would welcome an out-of-the-ordinary drink—order White Rock Ginger Ale. It is the latest contribution to the happiness and comfort of the Nation! Enjoy some today.

Sold by grocers, delicatessen, drug and candy stores, and served at restaurants, soda fountains and hotels.

Bottled only at
The White Rock Spring
Waukegan, Wisconsin

The Christian Science Monitor, An International Daily Newspaper
Advertising Offices in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Cleveland, Detroit, Kansas City, San Francisco, Los Angeles, Seattle, Portland (Oregon)

Printed for the Proprietors by ODHAMS PRESS LTD., Long Acre, London, W.C.2, and published by the Proprietors at Bangor House, 66, Shoe Lane, E.C.4.—May 28, 1926. Phone: Central 5761

The Advertiser's Weekly

4^D A COPY
20 a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



The Secrets of Successful Advertising

□ □ □

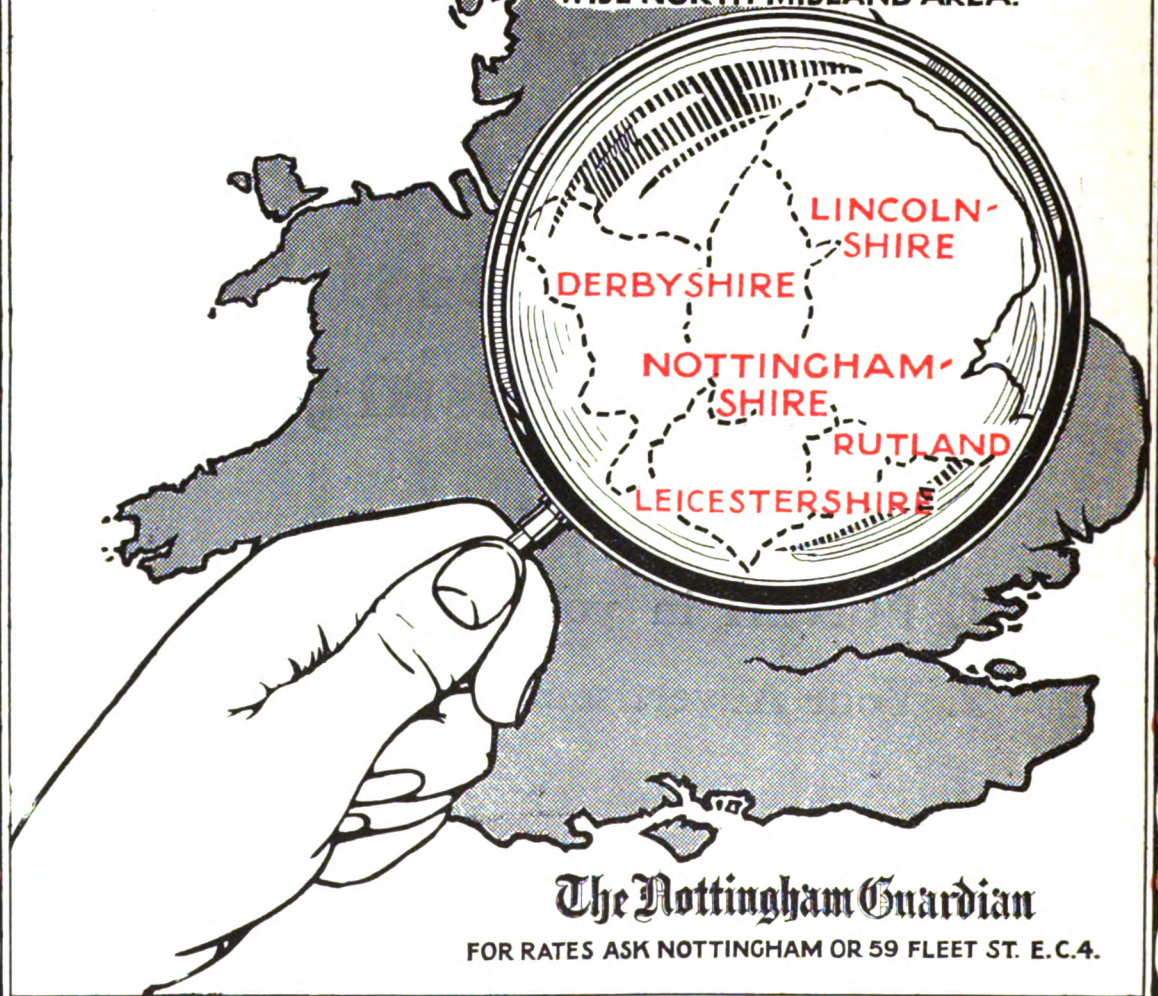
1. PUNCH in your Advertisements
2. Your Advertisements in "PUNCH"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, Fleet Street, London
E.C. 4

The Nottingham Guardian

focuses its energies on this
huge Market.

THE ONLY MORNING PAPER
OF ITS CLASS. PUBLISHED
IN, AND EFFECTIVELY
CIRCULATED THROUGHOUT THIS
WIDE NORTH MIDLAND AREA.



The Nottingham Guardian

FOR RATES ASK NOTTINGHAM OR 59 FLEET ST. E.C.4.

**TELL MORE
SELL MORE**

Everything we do "tells."

IMPERIAL
ADVERTISING AGENCY
(F. J. McGloin, Controller).
Walter House, Bedford Street,
Strand, London, W.C.2.
Phone: Gerrard 9237.

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

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Vol. 50

FRIDAY, JUNE 4, 1926

No. 678

The Week in Advertising

Marketing Problems of Coal—A Neglected Aspect of the Crisis— New Selling Ideas Wanted

SETTling down after the upheaval of the first fortnight of May has been achieved with remarkable smoothness, and in many respects advertising has returned to the normal far more easily than could at one time have seemed possible. There is no sense in disguising the fact, however, that the state of trade is still far from normal so long as the coal stoppage persists, and although the effects of that trouble are less dramatic and less noticeable than were those of the general strike, the effects are none the less serious and increasingly so with the lapse of time.

The postponement of further consideration of reviving the 1926 Convention and the abandonment of the Sales Managers' Conference which we regret to have to announce this week are the only direct effects on advertising so far as can be publicly seen, but those who are at the heart of things know perfectly well that the repercussion will not stop there and that the paralysis which is creeping over the factories of the country must, if it last any length of time, have a marked effect on advertising.

It is somewhat surprising in all the discussion which has taken place about the coal problem that no suggestions have been put forward by the advertising and selling experts of the country for the better marketing of coal. Criticism of prevailing methods there has been, but of so vague and generally denunciatory a character that it could be more aptly termed abuse than criticism. There has been nothing constructive, and yet advertising and marketing men up and down the country have privately been discussing many aspects from which, it is clear, that the distribution and selling of coal call for modernised methods.

Other trades throughout the country have adapted themselves to altered conditions. The difficulties of the post-war years have stimulated endeavour. We are not claiming that the result has been prosperity, but it has undoubtedly been the averting of that imminent bankruptcy which is at the root of the coal trouble, which has necessitated a National subsidy

such as no other trade save the infant air-travel has required.

Perhaps the greatest weakness of the coal trade in the last few years has been the reliance it has placed on the old markets. The growing use of oil fuel for power purposes, both in marine engines and land engines; the growing development of electric power in foreign countries which were formerly great consumers of coal; the growing use of electricity in our own country and the rapidly changing domestic habits of our people must be known to the coal trade, but so far as can be seen, the implications of these changes have been ignored.

There does not appear to have been any market research done by the coal trade. "People always have used British coal and they will go on using British coal" has been the tacit, if not the spoken, slogan of the merchants. The man who really thinks that is living in a fool's paradise, from which he is being now rudely awakened, but the tragedy is that in order to waken him half the rest of the community has to be stunned with the din of battle and battle's aftermath.

The striking example of scientific marketing set by the gas producers of the country some years ago and steadily maintained since has been ignored by the coal traders. We do not contend that the whole of the present trouble is traceable to antiquated selling methods, but it seems to us to be clearly indicated that one of the contributory factors in the present crisis is an attitude of mind which has been content to plod along in the old ruts or, if we may use a more applicable simile, which has been content to work old semi-exhausted seams (or markets) instead of prospecting for new and paying seams.

THIS WEEK'S PAPER

Window Displays that Sell
Coal—by Ernest A. Dench
Appealing to the public by scenic
displays

Futuristic "Safety First" in
Holland—by Justus Van Weve-
laer

Exhibition that was not held
"in camera"—by L. Lewis
Planning a touring demonstration
to sell photographic apparatus

The Best Way to Tabulate Re-
turns—by Max Rittenberg

IN THE POSTER SUPPLEMENT.

Art in Railway Posters—by
H. C. Ferraby
A review of the new L.N.E.R.
pictures

The Month on the Hoardings—
by J. G. Gray

And All Regular Features
Ad. News in Brief
Publication Notes and News
Club Notes and News
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

Window Displays that Sell Coal

Three Types—Topical, Humorous and Educational—Arresting Attention

by Scenic Displays

By Ernest A. Dench

THE fringe of window display opportunities in selling fuel and also in advertising his business from an institutional point of view, has scarcely been skirted by the coal merchant.

What kind of a window display builds sales or is effective from an institutional point of view? A hard-to-answer problem, for the good and simple reason that the fundamentals of window display are violated all the time, yet the displays bring home the orders.

But from a survey of coal window display work in Canada and the U.S.A. there are three main types followed by coal merchants:

1. The topical display: A coal strike, a sudden cold wave, the local glut of a certain kind of coal, or a timely event like Christmas or St. Valentine's Day, inspire the coal dealer to present the facts in pictorial form.

2. The humorous appeal: Interests people who would not ordinarily bother about looking at a coal trim. Presents coal in a lighter vein, with the sales argument tackled in sugar-coated form.

3. The educational display: Takes the public behind the scenes and shows them coal-mining processes. Another twist is the different uses of coal and the kinds suitable for specific industrial and domestic uses.

Coming within the first classification is this excellent example from George W. Newton, Philadelphia, Pennsylvania, U.S.A. Mountainous country in winter was represented by large chunks of coal at the rear, covered here and there with dabs of cotton wool to represent snow. At night a hidden electric light among the rocks was switched on. On the mountain "peaks" were two miniature cardboard deer. A sign proclaimed: "Newton Coal." By skilful arrangement of the coal chunks, a tunnel penetrated the mountains, with an electric toy railway running in and out of it. The train came to an end of its circular route near the front centre, where there was a siding, with several stationary coal cars filled with coal. A miniature wooden fence encircled the rails here, while inside the fence was a typical rural community, consisting of a few toy dwellings. Down in front a large showcard stated that "Newton Coal Solves the Burning Question."

Also falling within the first display

SELLING COAL

is recognised to be one of the

VITAL PROBLEMS

of the Hour

This article details some practical ideas that have

SOLD COAL.

classification was this gas-coke display from the Montreal Heat, Light and Power, Montreal, Canada. The central attraction was a genuine furnace, with part of its side removed to expose the interior which was lined with red tissue paper and banked with coal. A small electric light bulb was hidden under the red tissue paper and turned on, producing the effect of a lighted furnace.

"Gas Coke for Furnace—\$11.50 a ton. Place orders here," ran a showcard down in front, where it was flanked by several piles of coke.

The humorous appeal characterised a recent showing made by the Union Coal Company. "Old King Coal" blinked at the crowds from his throne while he puffed at a pipe of coke. His "fiddlers three" were there, too. The figures were outlined first on cardboard, to which fine coal was glued. The king's crown, studded with small black "diamonds," had a coat of gilt paint applied to serve as gold. The eyes of the king were small electric lights, with one eye continually "winking" at the crowd. A gold spotlight was thrown at night on the exhibit, proving an excellent colour foil to the black of the coal.

Introduction of Humour

Although the humorous appeal was but slight in the display devised by David Duff and Son, New Bedford, Mass., the exhibit was an interesting one. At one side of the trim reposed an armadillo, contrasted at the other side by a basket made of the outer skin of another armadillo. In between the two exhibits a card carried the following explanation:

"The armadillo has his armour to keep him warm and does not need coal.

"But folks, not having any armour, can buy the best coal of David Duff and Son."

Lumps of coal filled up the vacant spots in the window.

In the educational trim by the St. Bernard Coal Co., Nashville, Tenn., two selling points were presented effectively: (1) The trade mark of the company, (2) The kind of coal to select for the particular purpose demanded of it.

In the centre was a large scuttle of coal, with the head of a St. Bernard dog painted on one side of the scuttle. Assembled in the vicinity of the scuttle were several miniature lorries, each carrying a load of a certain kind of coal, which was captioned in an explanatory manner. Along the entire front of the trim ran a glass shelf, covered with red crepe paper, over which medium-sized lumps of coal were placed. Concealed electric lights shone through the red above, converting it into a realistic flame.

The John Marks Co., Hamilton, Ontario, Canada, sponsored a life-like fireplace setting—a cardboard replica, covered with brick-tiled crepe paper, and a simulated fire (coal over red crepe paper and a lighted bulb beneath) burning in the grate. A small ash bin partly filled with ashes, was tipped over near the front on the floor, backed up by the following card: "Notice how this coal urns to a fine ash with no waste."

A Dock Scene

The Victoria Fuel Co., Victoria, B.C., Canada, introduced a painted background of a busy dock scene, with buildings and sheds. The water effect was carried into the floor division by means of painted strips of cardboard. The dock was also continued part way to the window floor by means of wooden uprights. Tied to the dock were barges, about eight inches long and proportionately high. The barges were filled with genuine coal broken into small pieces, each barge being labelled with the kind of coal it contained.

To the rear of the painted buildings was a painted road, which extended to the corner of the window, where a triangular block fitting the corner, was set. On the road continuing from this was a miniature motor lorry loaded with coal, and a toy driver at the steering wheel.

It is difficult, of course, to trace definite results to most coal displays, but when they register with the public, they influence sales beyond a doubt.

Especially should the coal merchant with an office near the station make his show window help to pay the rent, for otherwise the space is wasted.

An Exhibition that was Not Held "In Camera"

How Kodak's Roped in the Small Towns—Event that Became the Topic of the Week—Arousing Public and Dealer Enthusiasm Simultaneously

By L. Lewis

THE idea of holding exhibitions in various parts of the country in order to popularise certain articles or products is not new. The plan has been adopted to a large extent by manufacturers of branded foodstuffs and the articles that have been advertised in this manner are many and varied.

The reason why such exhibitions do not always attract the attention anticipated is that the town selected for the demonstration is sometimes not suitable. For instance, in choosing the larger towns and cities it is not remembered that such centres have so many other attractions that an exhibition which, after all, has for its one object the selling of a particular product, does not arouse the desired enthusiasm.

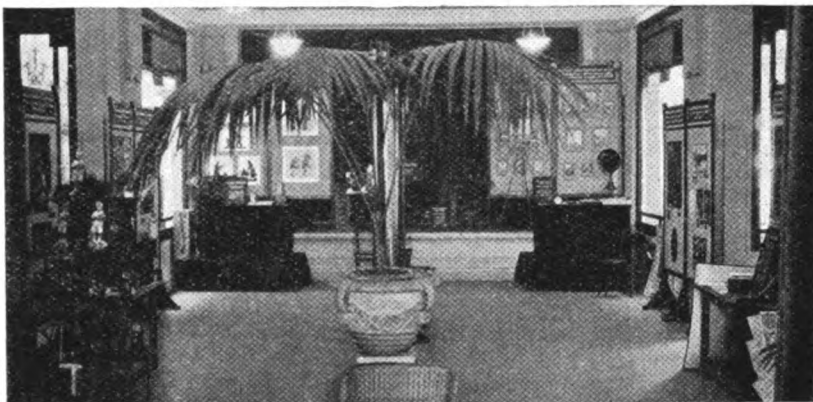
In small towns and villages, on the other hand, the arrival of a travelling exhibition is heralded with delight and often proves as attractive as the visit of the touring fair or circus.

This point was realised by Kodak, Ltd., who, in their 1926 campaign, included a touring exhibition. Birmingham and Northampton were the largest inland places visited. Starting at Rochester, the Kodak demonstration went to Maidstone, Canterbury, Watford, Hackney, Worcester, Dartford, and Palmers Green, together with three seaside places, Brighton, Eastbourne and Worthing.

This exhibition set out on its journeys, not primarily to sell cameras to the people who visited it, but to demonstrate that really first-class photographs can be taken by absolute beginners, using only the most simple and least expensive cameras. For that reason no attempt was made to

provide attractions other than of a very simple and purely photographic nature, and a good proportion of the photographs shown at the exhibition were the work of owners of "Brownies" and "Hawk Eyes," the two simplest and cheapest models.

which the impending arrival of the demonstration was announced, while window displays and posters in the towns and surrounding districts made known the full particulars. Dealers included in their letters to customers free tickets of admission, and the



Part of the Exhibition which was staged at Hackney

Arrangements were made for the hiring of the best hall in every place visited. In many cases the Town Hall or Corn Exchange was taken for the week, and prominent local men were asked to declare the exhibition open. In several instances, the Mayors of the towns performed this ceremony, and the result was that the local Press reported the event very fully, giving flashlight photographs of the Mayor at the exhibition.

In every town or village visited, the exhibition received a splendid "Press," and it proved the big topic of conversation for the week. The local Kodak dealers had prepared the way by sending to their customers and selected lists of citizens letters in

result of all this was a splendid attendance. In many instances, indeed, whole schools attended by permission of the educational authorities, while other teachers brought separate classes during school hours in order that the children might imbibe the educational aspect of the demonstration.

Great care was taken to avoid any of the showman's tactics. The advertising in dealer's windows and on the hoardings was restrained in character, and the fact that it was a demonstration of simple science in practical form was stressed. Thus it was relieved of the stigma of being a catch-penny show, and the whole exhibition took on a dignified and educational aspect.

Several demonstrators were in attendance daily. Photographs were taken just outside the building, and the demonstrators then developed the films in daylight tanks in front of their audience and printed from the negatives by artificial light. Moreover, the audience was invited to ask questions and the demonstrators were kept busy dealing with small technical difficulties encountered by those who were already users of the cameras, thus creating even more interest for the non-users. Another great attraction was the new ciné-camera, which takes moving pictures and held particular interest for the children.



A corner of the Kodak Exhibition at Worcester

(Continued on page 360)

Thorny Points in Postal Publicity

The Best Way to Tabulate the Returns

By Max Rittenberg

"HOW can I see at a glance how my postal publicity is pulling? What is the best way of tabulating returns?"

These questions are often asked. But clearly there is no one best way. The right way depends on what a particular firm wants to get out of its figures. It may be any of the following:—

1. Percentage of enquiries.
2. Cost per enquiry.
3. Percentage of first order on one or on several lines of goods.
4. Percentage of first orders to enquiries.
5. Cost per first order.
6. Profit or loss on making a new customer.
7. Profit or loss on a new customer's orderings during the first twelve months.
8. The relationship between enquiries and period of time over which these enquiries trickle in.
9. The relationship between orders and the period of time between enquiries and orders.
10. The effect of various follow-up letters in securing first orders.
11. The effect of lengthening, shortening, or otherwise altering a follow-up system.
12. The percentage of customers who prefer to pay by instalments.
13. Any or all of the above in relation to figures of past mailing shots.

Suppose we take three entirely different types of firm—one of these offers smokes and smokers' requisites by post; the second is a correspondence school for training in art or

literature or business knowledge; and the third is a manufacturer selling a mechanical speciality to manufacturers. Each of these firms wants a different set of deductions from its postal campaigns.

The smokers' goods firm might want the following—and to put the matter into specific form I have inserted figures. (But these are not to be taken as the actual costs and results of any particular firm—they are what engineers would term "smoothed out" figures.) (See Fig. I.)

Then comes the delicate matter of computing the profit or loss on making a new customer, and the profit or loss from him over his first year's orderings (which latter cannot, of course, be known until a year later). The first figure might be ascertained from a reckoning of this general character:—

891 orders—cash value	£1,260
Average gross profit on goods after allowing for "give-aways" 30 per cent.	£378
Average profit per customer	8/6
Cost per first order	10/8
Loss on making a new customer	2/2

A firm of the above character might not be interested in this recording of figures 8, 9, 10, 11 and 12—though they certainly would be in 13, comparing results from this shot with results from previous mailings in past years.

But if we consider the needs of a correspondence college offering a course in the arts or in business, they might be highly interested in getting 8, 9, 10, 11 and 12 recorded in tables

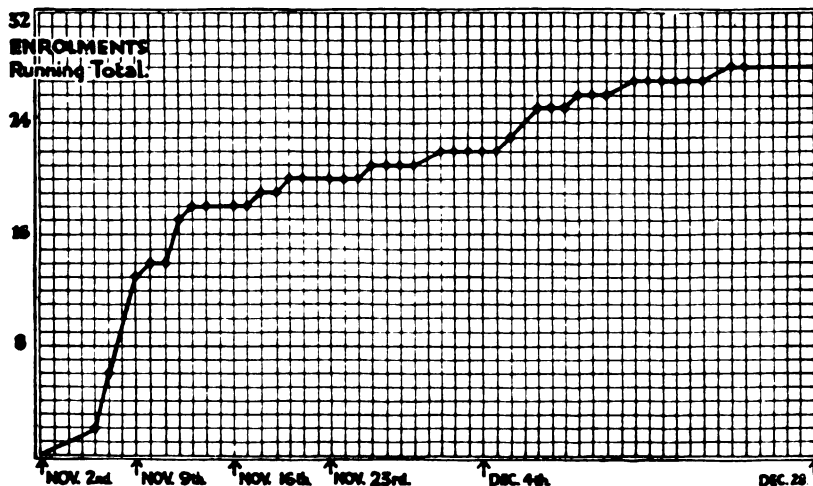


Fig. II.—Graph of enrolments in a correspondence college following on postal shots

Mailing Shot to Directory List of Telephone Subscribers in Towns and Villages under 25,000 population.

Number Mailed 50,000
Cost, "all in" £430
Running Figures of Daily Enquiries Sheet.

Date.	Enquiries for Line A.	Enquiries for Line B.	Enquiries for Line C.
—	—	—	—
—	—	—	—
—	—	—	—
—	—	—	—
—	—	—	—
Total ...	540	326	82

Total of Enquiries 948
Percentage of Enquiries 1.89
Cost per Enquiry 9/1
Running Figures of Daily Orders Sheet.

Date.	Orders for Line A.	Orders for Line B.	Orders for Line C.
—	—	—	—
—	—	—	—
—	—	—	—
—	—	—	—
—	—	—	—
Total ...	525	309	57

Total of First Orders 891
Percentage of First Orders 1.78
Percentage of First Orders to Enquiries :
Line A 97.2
Line B 94.8
Line C 69.5
Cost of Answering Enquiries and Follow-Up approx. £40
Cost of samples not paid for approx. £6
Cost of Original Mailing Shot approx. £430
Total Cost of Securing First Orders £476
Cost per First Order 10/8

Fig. I.—Tabular statement of deductions from a tobacco mailing shot

of figures, or preferably charted where a time element is involved.

Suppose it be desired to know how students enrol in relation to follow-up letters and time elapsing. This might be cast into a graph of the general nature shown in Fig. II. on batches of so many enquiries tested out from time to time.

The effect of changing follow-up letters, or intervals between follow-ups, would be charted on a similar graph, and would show at a glance whether the change was advantageous or not. Of course, it would be too tedious to graph every batch of enquiries—it should only be done occasionally to keep one's fingers on the pulse of enrolments.

The manufacturer selling a mechanical speciality to other manufacturers would be in a different

(Continued on page 360)

Futuristic "Safety First" in Holland

Posters reminiscent of the "Grand Guignol"—Terrorising the Public—How Dutch Designers Tried to Teach the Lesson

By Justus Van Wevelaer, Amsterdam

THE Selling Safety idea is now being widely advertised in Holland. The question has not as yet been solved, inasmuch as in my estimation the right appeal has not yet been found, but I feel that it is not out of place for advertising men to examine the poster suggestions sent in as a result of the activities of

educational campaign in "safety first" was a matter for posters, and accordingly there appeared in 1923 the first of a series of four posters. But it was made possible in a most unusual way. The authority in question did not possess the necessary funds to defray the cost of this poster advertising, and in order to raise the necessary amount it was decided to sub-let space on these posters. A contract was made with the Gemeente Electriciteit Werke to incorporate a G.E.W. announcement in the safety poster, the former paying all expenses.

Naturally the party who was "footing" the bill made sure of value for money, and the result was a series of posters where the G.E.W. claims were conspicuous to the extent of confusing the two appeals. The reader will find herewith two examples of this series—one showing a careless newspaper reader (the back page of the paper contains the G.E.W. announcement), and in the other the streamer visible on the tram serves the same purpose.

The Amsterdam traffic authority realised its mistake and funds were obtained to make independent appeals.

A competition was organised with the help of the Hague Art and Industry Institute—but inspiration was clearly wanting in the designs submitted, and not one of them was adopted.

A second attempt was a little more successful, and the drawing from S. L. Schwartz was adopted and ultimately used with success.

It is of a definitely cruel nature. The only wording is "Veilig Verkeer" (Safe Traffic) and "Op Alle Wegen Komt gy my tegen" (You meet me on every road).

Meet whom? Death, in the form of a grinning skeleton, which occupies most of the poster; the "flattened,"



A terrorising "safety first" poster

the Amsterdam Verkeers Commissie (Traffic Committee).

This Committee was formed in January, 1922, to deal with—and if possible solve—all problems resulting from the ever-increasing street traffic. Among those was the endeavour to ensure the greater safety of the public in that traffic. It soon became apparent that the issuing of new regulations concerning what to do or not to do was insufficient. To bring home to the Dutch pedestrian that "Safety First" was in the interests of everyone needed more than the cold formality of official notices.

The first attempt to "sell" safety was by means of a series of prints issued by the "Veiligheid Museum" for use in the schools.

Different means to draw the attention of the general public to the problem were examined—the holding of lectures, circulation of booklets on the subject and the exhibition of specially made films were considered, while foreign propaganda was carefully studied. Ultimately the whole work was the object of a voluminous report.

The traffic authorities of Amsterdam came to the conclusion that an



A warning to the absent-minded

and bleeding pedestrian, or the two motorists who are far from intelligent looking? All of them, no doubt.

Yet this first attempt, and the even more "new art" composition by Wm. Wynman, were the "kick-off" of this humanitarian appeal.

A series of six Schwartz posters is about to be released, and while they are perhaps too much of the "Grand Guignol" pattern, they have a punch that is not to be found in the Pieck projects, for example. It needs more than humour to stir the public to caution.

The problem is one that is far from easy to solve, and, frankly, Holland has not yet found the psychological angle the appeal requires. It must be pointed out that the Dutch public is far more in favour of new artistic tendencies than the English man-in-the-street. As far as poster art is concerned, the chief influence is that of German taste. But for all that, I believe that the solution of the "Safety First" appeal is far more in the direction of simplicity coupled with strength than in the artificial artistry of the all too novel tendencies at present displayed.



Educating tram passengers

Why Tradesmen's Clubs Should Develop Advertising Talks

By Colston Moore

IF one were asked "What is the prime duty of a Tradesman's Club," the answer that would leap to the mind would be—"To encourage local trade."

Some considerable study and investigation of Tradesmen's Clubs' procedure leads me to the conclusion that these admittedly valuable clubs are really concerned more with, shall I say, the conservation of trade, the solidifying of its local ramifications rather than its actual energetic development. This may sound rather trenchant criticism, but to support my statement I would like to ask these questions:

Points for Answer

1. How many suburban districts or provincial towns have inaugurated and consistently carried out such movements as "Shopping Weeks"?

2. How many Tradesmen's Clubs in suburbs or towns have promulgated schemes for securing trade outside their own immediate area?

3. How many clubs regularly and consistently encourage "Advertising Talks," and seek the advice of those really responsible experts who can make practical suggestions based on local economic considerations?

It must be admitted that local shopping weeks, whilst in some cases brilliantly successful, have not really yet come to stay.

Places like Richmond in Surrey have tried the scheme, and have dropped it, the reason being, I am given to understand, the lack of co-operation among the tradespeople and the lack of the knowledge of

the real value of advertising and publicity by a great number of the shop-keepers.

In regard to my second point—and here, of course, I leave out of consideration the work of concerns which govern the destinies of such places as Blackpool, Brighton, Margate, etc.—why is it that Tradesmen's Clubs do not persuade their members more frequently to spend money on publicity schemes to attract those on the outskirts of towns, etc? This work is usually left to one individual firm, generally the leading draper.

But to come to the most important point in my opinion. Why do not Tradesmen's Clubs cultivate regular "advertising talks" and get on their local platforms really responsible advertising men who can honestly and truly be called experts at their work?

The matter is not one of heavy expense, for my readers will agree that no profession has given so liberally of the individual time and trouble of its members to make its value known to the trading community as that of advertising.

Planning Ahead

Naturally no one would expect a director of a leading London agency to take a flying visit to Aberdeen or Belfast at a moment's notice. However, if the secretary of any Tradesman's Club or local Chamber of Commerce were to plan his "Advertising Talks" sufficiently far ahead and state his wishes to the secretary of any of the well-known advertising organisations or clubs, his requirements would be met.

It may be said that local advertising clubs fulfil all that is necessary in regard to lectures and discussions on advertising matters. With such a statement I should quite disagree. I am going to say that except for lectures on subjects outside our profession, the usual "Club" talk deals too minutely with the technicalities of advertising as against the linking up of advertising with the merchandising of goods in localities.

Again, I am of the opinion that in the general advertising club there are more advertising men than tradesmen. I want tradesmen to get to talk advertising and not shy at the very word whenever it is mentioned.

Naturally all tradesmen are not of this character. There are enterprising local men who have "made" towns by their belief in and practice of advertising.

Travelling Lecturers

May I make a suggestion to close this article. It is certain that only a percentage—a very small one I think—of the secretaries of Tradesmen's Clubs and local Chambers of Commerce know of the activities of our big advertising clubs, organisations and associations. If these secretaries, not knowing what our profession is willing to do, naturally will not ask for help, let us offer help to them.

Could not a Travelling Lecture Group be formed—a group from whom a real good talker and a practical man could be sent to any centre when needed? Could not the big associations circularise the local tradesmen's clubs and say lecturers were available? A travel throughout the whole of England (on practical advertising work) regretfully convinces me that even to-day "advertising" frightens thousands of really intelligent retailers, and to dispel this, I say "Let Tradesmen's Clubs develop advertising talks," and let our big advertising organisations do all they can to help them.

The Leaders of the Dutch Press, and the channel through which you can reach the Dutch housewife. Let us give you proof of their impressive selling record.

"Algemeen Handelsblad" (Amsterdam)
"Nieuwe Rotterdamsche Courant" (Rotterdam)
"Nieuwe Courant" "Het Vaderland" (The Hague)
"Wereldkroniek" (Holland's Leading Weekly)

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 from whom rates and
 particulars can be secured**

THE OVERSEAS PUBLICITY & SERVICE AGENCY

**9 Quality Court, Chancery Lane
 LONDON, W.C.2.**

Manager - G.D. Young

Phone: Holborn 5628 (Solely Publishers' Representatives - Not Advertising Agents) Telegrams: "Egyptadco"

IMAGINE YOURSELF JOHN SMITH

Put yourself in the place of John Smith or of Mary, his wife. Try to see things as they see them. Then—pick up the advertising of your own product and study it carefully.

Does it still convince—make you feel that the goods offered are well worth the outlay of hard earned money? If so it is successful.

If *not* then Mather & Crowther Advertising will be helpful, for when planning a campaign this Agency studies the product from the Consumer's viewpoint—and so avoids failure.

MATHER & CROWTHER
LTD.
MODERN ADVERTISING,
10-13 NEW BRIDGE ST. LONDON E.C.4.

Telephone CITY 6290 (Five Lines).

Ad. News in Brief

Personal Items—Sir Robert Baird Better—Agents' New Poster

Important Merger

The London Press Exchange have acquired the business of C. W. Hobson, Ltd. Mr. Hobson has joined the board of the London Press Exchange, Ltd.

New Advertisement Manager

Mr. H. T. Miles has recently been appointed advertisement manager of the *English Review*.

Mr. J. Aird Killed

We have to announce the death of Mr. J. Aird, which occurred on the evening of Thursday, May 27, as a result of a motor accident.

Mr. Cornford Progressing

We learn that Mr. Cornford, of the *Observer*, who developed blood-poisoning following a car accident, is progressing satisfactorily, and is very cheerful after his operation.

Sir Robert Baird

Sir Robert Baird is, we are glad to learn, making very satisfactory recovery from his illness. There is, however, no chance of Sir Robert joining the British delegates to Philadelphia, as he originally intended to do.

Mr. Fyvie Dead

We regret to announce the death of Mr. William Fyvie, who was for the last twenty-five years advertising representative in London for the *Staffordshire Sentinel*. He was a well-known figure in Fleet Street.

Eleven Years as Chairman

Mr. Hilary Jones, of the *Mercantile Guardian*, has been re-elected chairman for the eleventh year in succession of the Journal Publicity Committee of the Birmingham Chamber of Commerce.

Clever Poster

A striking 48-sheet display stands to the credit of David Allen Services, the advertising agents. Across the top is a streamer line "Let us be stronger still," and below are two reproductions, each occupying nearly a third of the total space, of Press advertisements issued through the firm. One is the clever advertisement for Australian apples in which the happy conjunction of the Australian cricketers' visit and the appearance on the market of Australian apples has been fully exploited. The other is a Monomark announcement.

"Mr. Blackpool"

Mr. C. Noden, formerly the well-known advertising manager of Blackpool, was 80 years of age on May 25. He earned the name of "Mr. Blackpool" for the energetic way in which he boomed the town.



Two examples of topical advertising with a sporting interest

Another Town to Advertise

To elect 12 persons to form a town advertising committee, a public meeting has been held at Crickieth, Carnarvon.

Boots' Profits

Boots Pure Drug Co. show a net profit for the year ended March last of £688,473. Dividends of 7 per cent. have been paid on "A" preference and preferred ordinary shares, and 6 per cent. on "B" and "C" preference shares.

"Sunday Pictorial" Dividend

The net profit of Sunday Pictorial Newspapers (1920) for year ended Feb. 28, 1926, was £273,473. The amount of £40,000 has again been placed to reserve. After payment of dividends (including four quarterly payments of 6½ per cent. on ordinary shares), the remaining balance of £38,212 has been reduced by final

dividend on preference shares of £20,000, leaving £18,212 to carry forward.

Change of Address

Messrs. Henry Squire & Co., on June 7 are removing to Stafford House, Norfolk Street, Strand, W.C.2.

Dominion Rates Wanted

Indian and Dominion rates of interest to manufacturers of women's home medicines are wanted by Business Promotion Service, 4, rue Roquépine, Paris.

South African Appointment

Mr. W. Smith, advertisement manager of the *Cape Times*, and well known in Fleet Street circles, has been elected a member of the committee of the Publicity Club of South Africa.

The Almagam Account

In THE WEEKLY for May 28, it was stated that "Samson Clark and Co., Ltd., again have business in hand for Almagam Mills." Messrs. Fennemore, Haydon and Co., Ltd., point out that they are now handling this account.

Sons of Harmony

The annual summer outing of the Sons of Harmony will take place on Saturday, July 3. Communications concerning the arrangements should be addressed to Mr. H. E. Popham, *Nottingham Guardian*, 59, Fleet Street, E.C.

Ad. Men at Cricket

The cricket match between advertising agents and Press representatives will take place at Kent House, Beckenham, either at the end of June or in early July. Fuller particulars will be announced later.

John Blunt Speaks

The J. Hott, Ltd., Advertising Service, of New Zealand, has issued a clever piece of propaganda, in the form of a small four-page folder, on ordinary brown packing paper, roughly cut. It is headed, "Plain Speaking," and consists of a talk by "Plain John Blunt" on the work of the agency.

An Echo of Harrogate

Mr. H. B. Saward, Junr., has received a challenge from the Yorkshire advertising men to another game of cricket to be played in Leeds on Saturday, June 26, or Saturday, July 24. The invitation is extended to 70 Londoners—men and ladies. Those who wish to attend should notify Mr. Saward, Junr., at the earliest possible moment. Should the number exceed 70 the entries will be treated in strict rotation. Mr. Saward would also like to know which date would be preferred.

THE GRAPHIC RECORD SUMMER & TRAVEL NUMBER

to be published on JUNE 12th, carries over 35 pages of displayed advertising, representing over 222 Advertisers.

You can send your message to every quarter of the Globe if you book space in the advertising pages of

THE GRAPHIC

This popular Illustrated is to be found in all best Town and Country Homes, the leading Clubs and Libraries, and Naval and Military messes throughout the world.

Send for further particulars:—

George Parker

Advertisement Director.

The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

"*THE OBSERVER* is at once the leading Sunday paper and the foremost weekly review. The last twenty years have seen a great many changes among English newspapers, some good and some bad. None of them has been more conspicuous than the steady progress of *THE OBSERVER* to a position unrivalled by its contemporaries. It has gained this by independence and patriotism, breadth and force. It has become the rallying-point of all who like to read honest opinion, and not dictated or machine-made views. All that *THE OBSERVER* prints is the outcome of knowledge and conviction. It flatters nobody. It studies no convenience but the public's, and it does not call even the public right when the public is wrong."

From "The Observer"—its Book."

1791

1926

CLUB NOTES & NEWS

An Intimate Talk Broadcast by the YORKSHIRE EVENING POST.

"SMALLS"

PUT two newspapers before a newspaper man who knows his job, and ask him to select the one which has the home circulation and the home influence. He will tell you after a brief examination. How?

He will first determine which of the two papers carries the local and national display advertisements plus the "small's"—the heterogeneous columns headed "For Sale," "Wanted," "To Let," etc. And as "small's" are the sure and unfailing sign of steady circulation among all classes, and especially of home permeation, he will give his verdict accordingly.

Of the evening newspapers in Leeds the *Yorkshire Evening Post* has carried the "small's" for 20 years and more. Whether it be businesses for sale, workpeople wanted, miscellaneous articles for sale, houses and shops to let, there is only one evening medium in Leeds.

If you are interested and would like to see the test, we are prepared with some figures showing a recent comparison. They show that today, as ten and twenty years ago, the *Yorkshire Evening Post* is trusted both by the regular and the casual advertiser, who send it their announcements as a matter of course. Send for these figures if you would like to see them.

This is why the *Yorkshire Evening Post* is the big evening newspaper in Leeds. Just before the strike, it was usually 16 pages on Fridays and 10 or 12 pages on other days. It is big in sales, big in influence, big in advertisement columnage.

And it is the only Leeds evening paper which maintains a duplicate office in Doncaster, where an edition can be simultaneously produced for South Yorkshire and Lincolnshire with pages of local news written, sub-edited and set on the spot.

The *Yorkshire Post*, through its Business Research Department, has just produced a loose-leaf brochure giving a mass of information about Yorkshire as a market for advertised goods. It will be distributed shortly. See that you get a copy for filing purposes.

Albion Street,
Leeds.

Scot Lane,
Doncaster.

WHAT'S ON.

Aldwych.—2 p.m., Tuesday, Annual General Meeting.

I.S.M.A. Manchester.—Old Colony Club, 6.30 p.m., Thursday, "Contests as a Stimulus to Trade," Mr. W. Faraday. Last meeting of session.

The Women's Advertising Club, Trocadero, 7 p.m., Thursday, "Penal Reform," Miss Mary Fry, Principal of Somerville College, Oxford.

Publicity Club of London—Annual General Meeting

A very lively and healthy state of affairs was disclosed at the annual general meeting of the club at the Hotel Cecil on Monday evening. Mr. Andrew Milne was in the chair, and he mentioned at the commencement that Mr. Daniels, of the Publicity Club of Pasadena, U.S.A., was present with greetings from his club.



Mr. Roy Hardy

the club when he summed up.

The report reviewed thoroughly the year's activities and showed clearly that the club is not only keen in its work, but is constantly seeking new fields in which it can be of service to its members. The work of the public-speaking section was mentioned and also the active co-operation of the club with the Scape Society in connection with roadside advertisements. Mr. Hollings mentioned the healthy condition of the golf circle and the study circle, and concluded by paying a sincere tribute to the committee and the chairman, Mr. Milne.

Mr. Milne, in summing up the report, also mentioned that a very useful section, the Bureau of Advertising Facts, was to be worked up strongly in the autumn, and that Mr. Cropper had consented to take charge. He paid a tribute to the work of Mr. Robert Thornberry, adding that he was the only life member of the club.

Mr. A. W. Jones, in the absence of the hon. treasurer, Mr. S. J. Peacock, read a report which showed that the club was not only keen in its work but was in a healthy state financially. The sustenance fund had reached £195, and the objective was only £250.

The next business was the election of officers. The Rt. Hon. Lord Mayor of London was re-elected president.

The vice-presidents were re-elected en

bloc with the addition of the names of Mr. Robert Thornberry, proposed by Mr. Andrew Milne, and Mr. Milne, proposed by Mr. Shaun P. O'Connor.

Mr. Roy Hardy was then proposed and unanimously elected chairman for the ensuing year. Mr. Milne paid a fine tribute to his keenness, and Mr. Hardy, in reply, said that Mr. Milne, in doing such good work during the last year, had made his task as successor about as difficult as it could be. He would, nevertheless, do his utmost for the benefit of the club.

Mr. Francis Hollings was unanimously re-elected hon. secretary, and a warm tribute was paid to him for the sound, unobtrusive work he had done for the club. The hon. treasurer, Mr. S. J. Peacock, was re-elected, and Mr. E. J. Toner consented to continue his work as librarian.

Mr. Fred Harding was elected Press secretary, and said that he would endeavour by the next meeting to get his book of Press cuttings full. Mr. C. Maxwell Tregurtha was re-elected hon. editor of the club's monthly, *Publicity*. The hon. auditors, Mr. Frank Rose and Mr. J. W. Hardy, F.A.A., were re-elected.

Three members of the committee had found it impossible to continue their work—Mr. A. A. Norris, Mr. H. A. Flay, and Mr. U. B. Walmsley. The members were therefore asked to ballot for nine committee men, and the following were eventually elected: Messrs. Jerome Chester, H. H. Radford, A. W. Jones, Alfred Robinson, Commander H. S. H. Ellis, Messrs. John Armstrong, Shaun P. O'Connor, C. H. Plowman, and Mrs. Comerford.

An interesting discussion ensued concerning the reading of the rules dealing with the position of vice-chairman, a point raised by Mr. Shaun P. O'Connor, but the point was eventually left over for the consideration of a later meeting.

Newcastle-upon-Tyne—Annual Meeting—Talk on Cleaner Advertising

Mr. Gerald A. France was the speaker at the annual general meeting of the club last week. Alluding to the activities of the local committee of the National Vigilance Committee and its efforts to prevent the operations of fraudulent advertisers, he said the *Newcastle Chronicle*, Ltd., deserved their very best thanks for the action they had taken. They had not only associated themselves with the ideal of cleaner newspapers for the protection of the public, but they had sacrificed very considerable advertising revenue in their endeavour to achieve that end.

"The development of ingenious advertising, within the limits of moderation and high honour," was the keynote sounded by Mr. France in his subsequent remarks. On these lines, he continued, he was convinced that there was a great future in store for the Newcastle Club.

The report of the executive committee of the club was then presented by the hon. secretary, Lieut.-Col. H. C. Millican, who stated that the club was to lose the services, as president, of Mr. France, but he was glad to say that his assistance in an advisory capacity would be retained.

Mr. Lorne C. Robson was elected president, and Mr. F. B. Fenwick deputy president. Lieut.-Col. Millican was re-elected hon. secretary, Mr. T. Beevers hon. treasurer, and the following were

Export Advertising

THE constant, growing need of British industry is Export Trade. Advertising is as important Overseas as it is in the Home Market, even more so. In its Directorate and amongst its Executives, David Allen Services possess men who have years of experience in Overseas markets.

INDIA

U.S.A.

AUSTRALIA

NEW ZEALAND

SOUTH AND EAST AFRICA

CONTINENT OF EUROPE

Those responsible for the formulation of sales plans, policies and advertising can themselves, on the basis of personal experience, advise and assist manufacturers who most wisely must always contemplate the extension of their businesses by export trade.

In order to assist our clients we have recently promoted a new development in our business, namely—

THE DAVID ALLEN AUSTRALIAN ADVERTISING AGENCY, LTD.

Headquarters - LONDON.

Branches - SYDNEY AND MELBOURNE.

The Executives are well known Australian advertising experts. The David Allen Australian Advertising Agency, Ltd., has the backing of the whole personnel and resources of the

DAVID ALLEN SERVICES

Press

Posters

Printing

1 Wardour Street, W.1.

to introduce Piccamin

(PICCADILLY IN MINIATURE)



Have you ever
looked through the
wrong end of a
telescope at the
electric signs in
Piccadilly Circus?

Neither have we!

But we know no better
way of suggesting to
you the illusion pro-
duced by the new
"Piccamin" animated
Signs (Patent No. 216620)
for window or outside
display.

Slogans, changeable at
will, appear letter by
letter: then black out.
Pictures and words
gradually take shape,
altering in size, form and
colour; then fade away.

You are interested

WRITE OR 'PHONE
ANGEL SUPER SIGNS (1926) LTD.
24-25, RUNTON STREET, N.19
Telephone: MOUNTVIEW 6130

who will be glad to advise
you on any type of sign.

Sign makers of every description.

CLUB NOTES AND NEWS— (Cont.)

elected to the executive committee:
Messrs. E. M. Grierson, E. Westwood,
W. G. Tully, J. Bridgeman, J. B. Crabbe,
E. Morgan, Miss Wilson, and Miss
Dowsett.

Regent—Ramble round Ruislip and Regent Regatta

Over 70 members and friends, including
a contingent from the Publicity Club, spent
a delightful Saturday rambling—with
incidental frolics—through the Ruislip
district.

The main party joined the Northwood
train at Moorgate and under the guidance
of Miss Wilson, a start was made for the
lake, where Mr. Redgrove staged his
Regent Regatta. Seven crews entered
for the Rowing Challenge Cup. Masterly
steering by the lady coxswains of Mr.
Aspland's boat, Miss Nancy Bell and Miss
Cornelia Goldberg, enabled him with
Mr. L. D. Cornelissen to lift the cup.

About 5 o'clock the party was re-
assembled and set out for Ruislip over a
route seeming to consist entirely of stiles,
and Fabb's Restaurant was ultimately
reached.

Following tea, for two hours there was
dancing, and the presentation of the
Rowing Challenge Cup was made by
Mr. Andrew Milne to Mr. Aspland and his
victorious crew.

Regent—The Scope and Development of the N.V.C.

Mrs. Ethel M. Wood gave an instructive
address on the work of the National
Vigilance Committee last week at the
Caxton Hall at the final meeting of the
club year. Mr. Philip Emanuel presided.

The first duty, at present, of the
Vigilance Committee, said the speaker,
was to safeguard the public from fraud-
ulent advertisements, and to establish in
the public mind a faith in advertisements
equal to that held by the best elements
in the profession itself.

Those who were familiar with the
bulletins issued by the N.V.C. knew
that they dealt almost entirely with
"smalls." It was in this class that
fraudulent advertisements were chiefly
found. The supervision of smalls was
extremely difficult, their small value did
not permit a very elaborate system of
investigation either by the newspapers or
by advertising agencies.

Gross exaggeration in advertisements
was in some ways more difficult to deal
with than definite fraud. Some phrases
such as "worth double" and "sacrifice
at low price" were possibly once in one
hundred times absolutely correct, but the
words had become accepted slogans,
hallowed by usage.

A further class of undesirable advertise-
ments might be grouped under the heading
—Follies and Stupidities: advertisements
really in bad taste and advertisements
disparaging competitors.

The N.V.C. had been operating just
over twelve months and a report of the
Committee's stewardship was to have been
given at the closing session at the aban-
doned Blackpool Convention. During the
past year 369 inquiries concerning ad-
vertisers had been received from 159
different papers, also inquiries from 57
different advertising agencies. Only in
one case was it possible to place the
matter in the hands of the police and ob-
tain a conviction. Patent medicines,
registry offices and traders posing as
private individuals were the principal
source of trouble.

Hotspur Printing pays the buyer

HOTSPUR PRINTING is
an investment in business
promotion because of its ability
to

Arouse attention

„ interest

„ desire

„ action

on the part of those to whom it
is addressed. As all business
printing concerns itself with the
increase of sales or the better
handling of them, it follows
that every piece of selling matter
(commonly called *printed matter*)
should be as perfect an expres-
sion of its purpose as can be
secured. In other words, each
piece of selling matter should
be conceived and written *first*
and printed afterwards. It is a
curious but common inversion
of processes which allows inking
to precede thinking.

Percy Brothers will design and
write your selling matter in a
way which will impress the
recipient and lead him further
along the path that leads to you.
Write freely to

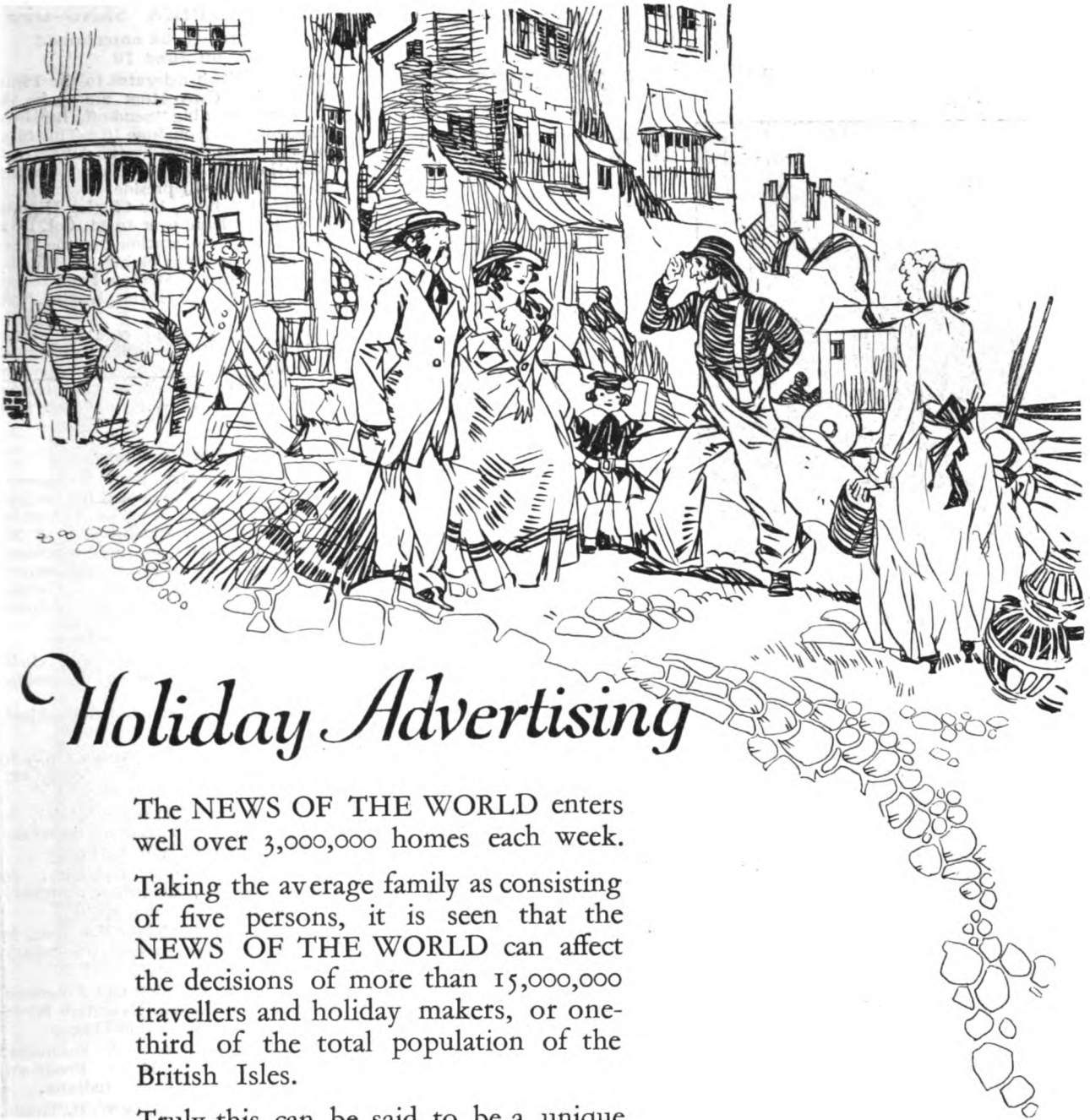
PERCY Brothers Ltd.

The Hotspur Press
Whitworth Street West,
MANCHESTER

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester."

London Office:
170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagont, Fleet, London."



Holiday Advertising

The NEWS OF THE WORLD enters well over 3,000,000 homes each week.

Taking the average family as consisting of five persons, it is seen that the NEWS OF THE WORLD can affect the decisions of more than 15,000,000 travellers and holiday makers, or one-third of the total population of the British Isles.

Truly this can be said to be a unique opportunity for the Resorts, Hotels and Boarding Houses, the Railways, Transport and Shipping Companies, and the makers of holiday requisites,—all of whom are assured of abundant returns from an appeal in its columns.

NEWS OF THE WORLD

Advertisement Department
6, BOUVERIE STREET E.C.4.



LANGLEY'S LINO-CUT POSTERS

for
solidity and richness of colour

A SUPERIOR means of expression for the advertiser. For bold, flat, arresting modern work, Langley's Lino-cut Process affords an unrivalled medium.

POSTERS of all sizes produced in as many colours as you wish, with a surface quality and intensity of colour superior to litho.

LANGLEY & SONS, Ltd.
THE EUSTON PRESS · LONDON · N.W. 1

Telephone
Museum
0727

EVER THOUGHT

how much success in advertising, as in life itself, depends on knowing the right people? If you are connected with any phase of advertising, join

THE REGENT ADVERTISING CLUB

and meet—on the plane of good fellowship—those who share your interests.

As a practical business proposition membership of The Regent is a gilt-edged investment, as well as a source of inspiration to all eager to be numbered amongst the leaders of our profession.

Your name and address to the Honorary Secretary, Miss M. G. Atkins, *The Regent Advertising Club, 43 Bedford Street, W.C.2*, will bring full particulars. Subscription to end of Club year 5/-.

TO NATIONAL ADVERTISERS AND OTHERS

Commercial Art Expert of wide experience desires connection, in Advisory capacity, with firm appreciating the Sales Promotion Value of the very best type of Pictorial Advertising. Principals are invited to communicate with

Box 155, The Advertiser's Weekly,
66, Shoe Lane, E.C.4

THE FOUR PAPERS OF THE NORTHERN PRESS,

“The Shields Daily
Gazette,”

“The Shields Daily
News,”

“The Blyth News
Ashington Post,”

“The Alnwick & County
Gazette and Guardian”

are progressive; send for copies and satisfy yourselves of the value. You cannot efficiently cover the ground from Tyne to Tweed without listing them.

Write for full particulars :

Advertisement Manager,
The Northern Press Limited,
Barrington Street, SOUTH SHIELDS.
LONDON: H. Smale, 185, Fleet St., E.C.4.

PHILADELPHIA SEND-OFF

Delegates to be entertained
on June 10

THE British delegates to the Philadelphia Convention are to be the guests at a big “send-off” luncheon at the Hotel Cecil on June 10. This function is being arranged by the Advertising Association and Mr. C. Harold Vernon, vice-president, will preside.

At this luncheon, Sir Charles Higham will formally hand over to Lt.-Col. E. F. Lawson, for presentation to the Poor Richard Club of Philadelphia, the painting by Allan Stewart of William Penn receiving the charter of Pennsylvania from Charles II.

Anyone who would care to attend this luncheon will be cordially welcomed, and remittances for 6s. 6d. should be sent to the general secretary, Sentinel House, Southampton Row, W.C., not later than June 8.

New Convention Secretary

Mr. Rowe Stewart, general chairman of the Convention, announces the resignation of Mr. Stanley Reed as Convention secretary, and the appointment of Mr. Leonard Ormerod as his successor. Mr. Ormerod's address is at the Convention headquarters, 1026, Evening Bulletin Building, City Hall Square, Philadelphia.

Advertising Clubs' Executives

The conference of advertising clubs' executives is being held on Wednesday morning, June 23.

The following are some of the subjects to be dealt with :

A Well Rounded Advertising Club, by Don K. Thomas, Executive Secretary, Advertising Club of Los Angeles.

Group Meetings (Departmentals), by Clifton D. Jackson, Executive Secretary, Advertising Club of New York.

Announcements and Publicity, by Lester C. Nagley, Executive Secretary, Advertising Club of Indianapolis.

How Committees Should Function, by Harold M. Hastings, Executive Secretary, Adcraft Club of Detroit.

Machinery for Carrying Out Programs, by Paul S. Van Aiken, Executive Secretary, Advertising Council of Chicago.

Conducting a Club with Volunteers Only, by Henry F. Hager, President, Advertising Club of Muncie, Indiana.

Club Work in Canada, by W. B. Tingle, President of the Montreal Publicity Association.

Hints to Officers of Small Clubs, by Reginald Colley, former President Advertising Club of Fargo, North Dakota; now Special Field Representative of the Associated Advertising Clubs of the World.

District Conventions, by John W. Longnecker, Chairman, First District.

Departmentalising the Work of an Advertising Club, by Robert A. Warfel, Executive Secretary, National Advertising Commission, New York.

The following have also been given as suggestions for discussion :

Discussion of small club problems; collection of delinquent dues; increased attendance at meetings; national activity in interests of associated advertising clubs of the world; ideas for club programmes; emergency programmes; filing of prospective members; define functions of an advertising club; how far should a club go in civic affairs; eligibility for membership; club constitution; financing; main purpose of an advertising club; and how to sell the club.

reasons why !

You should advertise in the "News."



The above 32-sheet Poster is at present displayed all over Fife, Border Counties, the Lothians, and Edinburgh.

"We are continually advertising ourselves."

LONDON OFFICE—3-5, SALISBURY SQUARE, E.C.4—City 9330

SPACE THAT IS Worth double its price

HAIIRDRESSING ILLUSTRATED deals authoritatively with the art of hairdressing and beauty culture — subjects that command the interest of *every* fashionable woman—and is ever growing more popular amongst a distinctly high-class clientele.

Hairdressing Illustrated with its many illustrations and up-to-the-minute articles is greatly anticipated by its wealthy readers every quarter.

For an intensive circulation amongst the well-to-do women use



HAIRDRESSING & Beauty Fashions Review

Phone
CENTRAL 562

6d—36 pages. Rates and Specimen Copy gladly sent, on request to:—

S. THROWER, 20, Imperial Buildings, Ludgate Circus, E.C.

To some large A G E N C Y seeking new sources of REVENUE

Are you interested in a money-maker whose dominating personality brought him to the top of the tree 15 years ahead of the average advertising man? The ADVERTISER wants to represent a sound advertising firm immediately (preferably with a printing department) who can undertake to handle

ACCOUNTS WORTH ANYTHING FROM £2,000 TO £5,000 p.a. revenue. The territory is not in London and the agency would have to be in a position to supply first-class advertising matter by mail and offer the keenest co-operation with advertising literature.

Write in confidence, to Box 215, The "Advertiser's Weekly," 66, Shoe Lane, E.C.4

Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,

36-38, Whitefriars' Street, E.C.4.

Telephones: Central 8877

Telegrams Remyek, London.

THE BOARD OF TRADE JOURNAL As an Advertising Medium

THE BOARD OF TRADE JOURNAL is the channel through which the Government issue a vast amount of important information to Traders every week. It circulates among the leading Manufacturers and Financial and Business Interests of this Country.

Advertisements are accepted at rates which prove a good investment on the money spent.

Specimens and particulars of these and other Advertising spaces in Government issues from:

THE CONTROLLER
(Advertising Department),
H.M. STATIONERY OFFICE,
WESTMINSTER, S.W.1

We are known for:—

SERVICE and SATISFACTION

Price List of: Copying Work, Envelope Addressing, free on request. Distance no object. Large or small orders accepted. 'Phone: C. 6140. **WOOD'S, 10, Union Passage, Business Headings, please. BIRMINGHAM.**

POSTER CENSORSHIP Midlanders' Quarrel about Religious Advertising

QUEER controversies have recently raged in certain parts of Staffordshire, arising out of the advertising of religion.

The Christadelphians not having a meeting place in a certain town, decided to preach the Gospel as they understand it, by means of Bible quotations and commentaries on hand-written posters. Each poster also gave the name of the nearest meeting place and an address from which Christadelphian literature could be obtained.

At about the same time the local Catholic authorities organised a campaign for converts, by means of eight lectures in the Town Hall which were well advertised by poster.

The Christadelphians then organised a further campaign of posters, three six-sheets to be used in special positions each week.

These posters gave offence in Catholic quarters and complaints against them were lodged with the person issuing them, with the police and with the bill-poster.

The police, apparently, saw no reason to interfere; the publisher satisfied himself that the Biblical quotations were accurate and the posters continued to be put up.

Several of them were subsequently defaced with black paint and pressure was brought to bear on the local bill-posters to refuse to post any more of the Christadelphian bills.

This is a novel form of advertising censorship.

FLEET ST. WEEK FOR BART'S Further Details of this year's Event

AS recently mentioned in the WEEKLY, another "Fleet Street Week for Bart's" is to be held this year from October 10 to 16.

As on the two previous occasions, when a sum of nearly £20,000 was raised for the funds of St. Bartholomew's Hospital, the work and organisation is in the hands of newspaper men. The General Organising Committee have already met on several occasions, and a full programme of events has been agreed upon, amongst which are:

Two-day Bazaar at the Mansion House, International grand concert at the Kingsway Hall.

Auction Sale.

Matinees at West End theatres.

Flag days.

Boxing tournament at the Stadium Club, etc.

In addition, numerous other methods have been adopted to swell the funds of the City's own hospital. Thanks to the generosity of Jack Hobbs, a cricket bat, autographed by members of the Test teams, will be balloted for, and Mr. George White of the *Westminster Gazette* has given tickets to go to the winner of the bat, that will admit two persons to visit the final test match on two days at the Oval.

The following have signified their willingness to act as patrons of the week: The Rt. Hon. Lord Mayor of London, Viscount Burnham, Viscount Rothermere, Viscount Astor, Viscount Leverhulme, Lord Marshall, Sir Charles Sturmer, Sir Neville Pearson, Sir Edward Hiffe, Sir William Berry, Sir Alfred Robbins, Rt. Hon. C. A. McCurdy, M.P., Major J. Astor, Mr. H. T. Cadbury.

In addition, Viscount Rothermere has agreed to act as Honorary Treasurer to the fund.

BACK COVERS OF
"THE BIG SIX."

Owing to manufacturing difficulties, a certain advertiser has had to revise his programme in

The Big Six

leaving vacant a number of Back Cover positions in the whole group for dates running throughout this year.

It is an indisputable fact that the Back cover—which is printed in two colours—is one of the most popular positions, and normally is booked far ahead. Applications for vacant dates for

The Big Six

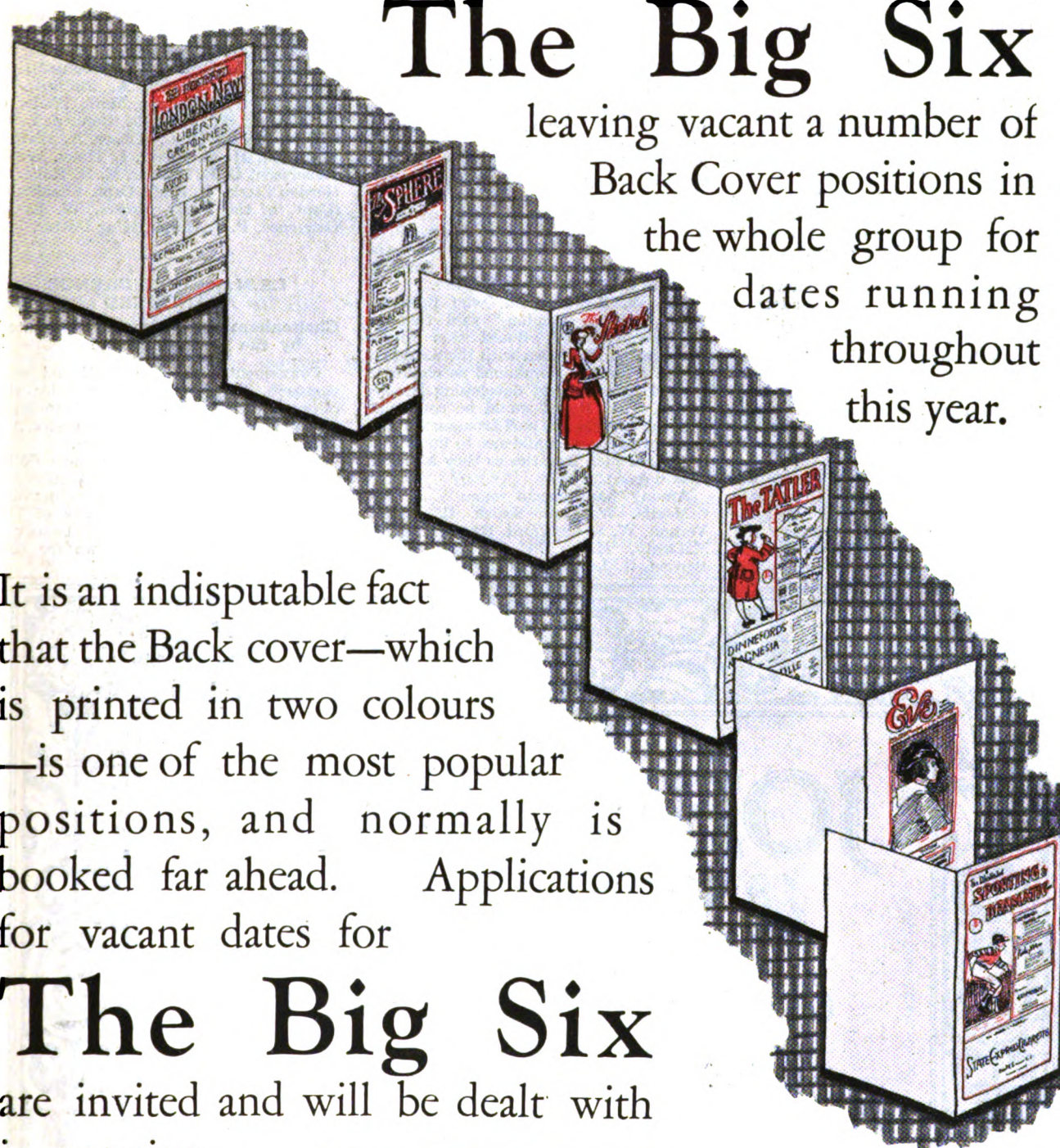
are invited and will be dealt with in rotation.

THE BIG SIX.

The Illustrated London News.
The Sphere.
The Sketch.
The Tatler.
Eve (the Ladies' Pictorial).
The Illustrated
Sporting and Dramatic News.

Neville Campbell

Advertisement Director
6 GREAT NEW ST.
LONDON—E C.4
Telephone: Central 7511



Trade Developments and the Docks

Advertising Men See the Work of the Port of London Authority at First Hand

A LARGE party of advertising men visited the London docks on Monday as the guests of the Port of London Authority to see for themselves the romance that lies behind the raw material of the products which they advertise.

Mr. C. F. Leach, vice-chairman of the Authority, who was host to the party, also indicated that he hoped the visit might inspire them with ideas for new ways of marketing goods and finding new markets.

The party embarked at Westminster Pier in the morning and steamed down the river through the Pool and past the many wharves and dock entrances that, in the absence of any passenger steamers on the Thames are almost unknown to the present generation of Londoners. They were taken through one of the great tobacco warehouses in the Royal Victoria Dock, and through the cold sorting rooms and cold storage warehouses for meat in the Royal Albert Dock. Thence they steamed through the newest and largest of London's docks, the King George V., and lunched in one of the sheds alongside a liner from the Antipodes.

Mr. C. F. Leach, in welcoming the party, said that he was proud to be there advertising the Port of London. He gave many interesting statistics about the work done in the port, which he mentioned extends for a distance of 69 miles; and

can deal with a million tons of goods a day.

Mr. C. A. McCurdy, in replying to the toast of "The Visitors," said that he knew of no branch of business more likely to profit by such a visit than the advertising business, one which was already playing a big part in our commerce and was destined in his opinion to play a much bigger part. The world was witnessing the evolution of a new specialised profession, and the work of the advertising profession in future would render services to the national trade of far greater importance than in the past. The visitors to the Port that day would go back with an inspiring knowledge of the part which it was playing in the development of the trade of the Empire.

Mr. W. S. Crawford, who proposed "The Port of London," said that an Empire Marketing Board was to be inaugurated that week with the Secretary of State for the Dominions as chairman to find new ways of developing Empire trade. That Board would be concerned with matters such as port accommodation, and it would give confidence to know that trade had such facilities as they had seen that day.

Among those present were:

Messrs. Wareham Smith, C. Harold Vernon, W. S. Crawford, Rt. Hon. C. A. McCurdy, K.C., P.C., Messrs. Philip Benson, R. J. Sykes, Walter Haddon, W.

H. Carr, T. C. Jeffrey, S. P. Thornett, H. C. Paterson, H. J. Lees, A. Lawrence, S. H. Bywaters, E. H. Godbold, — Middleton W. H. Harford, E. M. I. Buxton, J. J. G. Bright, R. W. Thomas, A. G. Linney, W. Newton, Col. Burchell, Messrs. A. Milne, F. Carvill, L. D. Falk, — Bennett, E. W. Barney, Lionel Jackson, H. G. Seward, P. Emanuel, G. Scott, G. Ralston, E. Allison, S. Carrington, Crosby Cook, H. G. Reeves, F. E. Potter, Hon. Ivor Guest, Messrs. J. D. Gilbert (Port of London Authority), J. H. Estill (Commercial Manager of the Port), G. Castle, Col. Lawton ("Boyd Cable"), G. W. Kettle, G. Sparkes, L. Kaufman, A. Coxon, T. McDougall, N. Bower, G. A. Severn, A. Phillips, R. Newton May, J. Durran, Mark Wade, J. H. P. Hunt, W. J. Studd, Capt. J. L. V. Millett, Messrs. H. L. Mather, A. Wardle Robinson, H. M. Bussy, L. Hoey, W. B. Robertson, C. E. Mander, E. R. Roberts, Gordon Clark, F. Bluff, Capt. Shankland (Capt. of the Port), Messrs. W. E. B. Lawrence, P. J. Horne, King Potter.

I.S.M.A. CONFERENCE ABANDONED

Cheltenham Arrangements Dislocated by the Coal Stoppage

Consequent upon the continued coal stoppage, the facilities offered by the railways for the Cheltenham Conference of the Incorporated Sales Managers Association have been withdrawn.

In view of this and of the after-effects of the late General Strike, the Conference Committee has with great reluctance decided that the best interests of the Association and its members will be served by abandoning the Conference for this year.

JOHN SWAIN & SON, LIMITED

Art Reproducers BY ALL PROCESSES.

Telephone:
Central, 9333
Five Lines.

89-92 Shoe Lane,
LONDON, E.C.4

Telegrams:
Isochromatic,
London.

The WORLD'S PICTORIAL NEWS

takes you into an unexploited
market in the rural and
small town areas

FROM the big terminus to the station of a country town that serves a dozen villages nearby; from the station to the village general store; and over the counter to the busy housewives—that's the way the World's Pictorial News takes your message.

Most of its more than 350,000 circulation follows this little-trodden route. The World's Pictorial News, by carts, vans and motors, reaches the out-of-the-way places the country over. Here you will find the consumer-resistance at its lowest. Everybody knows everybody else. No high-brow topics fill the waking hours, nor are intimate domestic matters taboo. You hear these delightful, homely folk discussing household economies, bargains and domestic improvements with that earnestness with which we might discuss orchids, Holst or Coward. In the village store, in the cobbled main street, by the stile across the meadow, over the back fence, and in their parlours. That is why, if you persuade Mrs. Jones, you may persuade the whole of Little Mugford—and that is why your message will be so effective through the World's Pictorial News.

*A copy will be sent you, or the representative
of the "W.P.N." will call, on request.*

Export Trade Consult DORLAND

The Dorland Statistical and Research Department in London—under the direction of a well-known economist—is kept advised by its own offices abroad and a host of trade correspondents throughout the world of changing trade conditions and openings for business. Manufacturers and merchants aiming to extend existing markets or develop new ones, at home or abroad, are invited to discuss their problems with the Dorland Statistical and Research Department. A series of eight booklets giving a concise statistical survey of Empire markets for British goods are in the course of preparation. The first two—Australia and Canada—are already published. The complete series will be sent, as published, to anyone interested for the nominal price of 2/6.

DORLAND AGENCY, Ltd.,

Dorland House,
14, Regent St., S.W. 1.
Paris, New York, At antic City,
Buenos Aires, Rio de Janeiro.



CONSULT J. & J. FORESTER before you put in hand your next Printing Order. We understand the respective merits and application of Offset, Litho, Letterpress and Gravure. Thus we can ensure that you do not waste a penny of your appropriation.

Phone: Museum 8340

SERVICE AND ADVICE GLADLY GIVEN.

J. & J. FORESTER,
THE HATFIELD PRESS,
: : : Sentinel House, : : :
Southampton Row, W.C. 1

PUBLICATION NOTES AND NEWS

Appeared as Usual

The *Solicitors' Journal* was published as usual during the strike on May 8 and 15.

160 Pages

The *English Review* for May contains 160 pages of interesting matter, and is well supported by national advertisers.

Strike Reprint

The *Western Mail* and *Evening Express* have reprinted in brochure form the full story of how they published during the strike.

Strike and the Air

The June issue of *Airways* contains an interesting description, with photographs, of the way in which newspapers were distributed by aeroplanes during the strike.

Building Page

The *Westminster Gazette* on May 28 published its 36th composite page under the heading of "Architecture To-day." It carried about 95 single-column inches of advertising, and a well-written appreciation of modern building.

A New Monthly

British Malaya, the monthly organ of the Association of British Malaya, has appeared for the first time. Number one contained 64 pages, some 25 of which were devoted to advertisements.

An "Electrical" Special

The *Electrical Times* is making its issue of June 17 a special number. It will have a striking cover, and will include an inset of twenty-four three-colour pages on art paper.

"Britannica's" New Volumes

We should have mentioned, when referring recently to the 13th Edition New Volumes of the *Encyclopædia Britannica* that these new volumes do not in themselves constitute a new edition, but added to the present standard issue will form the 13th Edition.

A Popular Walk

Enormous crowds witnessed the popular walk promoted by the *Yorkshire Telegraph and Star* on Whit Tuesday. Valuable prizes were awarded. The deputy chief constable of Sheffield was the starter, and it was estimated that the spectators numbered well over 100,000.

Power of the Press

The *Daily Dispatch* recently exhibited at their Manchester advertising offices a wide range of samples of artificial wool. A folder has just been issued giving the names of 450 leading firms in the industry who visited the exhibition in response to a 5-inch editorial paragraph. The folder affords convincing proof of the paper's pulling power.

Yorkshire Paper's Change

The *Doncaster Chronicle* is now controlled by the proprietors of the *Yorkshire Post*. As a result of this change, the London advertisement office has been removed from 146, Fleet Street, to the offices of the *Yorkshire Post*, at 171, Fleet Street. Mr. E. S. Peel is now the London representative of the *Doncaster Chronicle*.

Youth at the Prow

The *Western Independent* produced almost normal issues during the strike containing a large amount of advertising. Two apprentices set the type on linotype machines; two others accomplished the make-up of the formes; one did the stereotyping single-handed and took charge of the press-room during the printing of the whole issue on May 16; 107,000 copies were distributed.



SUPREMACY

In every difficult craft, whether it be the making of liners or of line blocks, there is one firm that has achieved supremacy.

So far as blocks of all kinds are concerned, a growing number of experienced block users have no doubts as to with whom this supremacy rests.

For that accuracy and careful finish that are essential if perfect reproduction is desired, try

**GEE &
WATSON**
111 SHOE LANE EC4.

'Phones: { Central 1804.
City 5971.

**"Blocks That Tell
ARE THE
Blocks That Sell"**

Foremost Newspaper and Advertisers to attend the Advertising Clubs of the World at Philadelphia



Aero Service Corp. of Philadelphia

WHERE THE A. A. C. W. CONVENTION WILL BE HELD.

In the lower left foreground may be found the group of buildings of the University of Pennsylvania where the proceedings will take place. Franklin Field, the vast stadium shown in the centre, seats 80,000 persons. In the upper left is the business portion of Philadelphia, and across the top is the Delaware River and the city of Camden.

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in the United States.

524,662
copies a day.

Fresh Ideas and Viewpoints at Philadelphia.

The Convention of the Associated Advertising Clubs of the World is to be held at Philadelphia, June 19 to 24, 1926, and offers an excellent opportunity to the British business man to visit America and mingle with the keenest minds who will there assemble to discuss and formulate plans for business expansion.

Delegates from all the world, as well as from all sections of the United States and Canada will give and get new ideas, fresh viewpoints, valuable plans and suggestions for utilising advertising in creating, holding and serving world markets.

The deliberations of the Convention will be held in the buildings of the University of Pennsylvania, while the 8,000 manufacturing plants and 55,000 wholesale and retail business establishments of Philadelphia will also provide ample opportunity for the studying of American business places and methods.

"In Philadelphia nearly everybody reads The Bulletin"



THE OTHER SIDE OF THE CARRIAGE

"Thoughtful contemplation of the man opposite confirms our opinion that folk are decidedly plain. . . The persistent refusal of his bag to wobble over the edge of the rack on to his innocent head blunts at length our interest in this diversion. . . There remain those delightful pencil sketches on the carriage walls, so we turn our attention to them and are held."

You may be sure that for at least some part of his journey every L·N·E·R passenger finds himself interested in your Pencil Advertisement on the opposite wall of his carriage. Attention — interest — persuasion. "The Other Side of the Carriage" holds them all on your behalf. Such advertising pays.

SAY IT IN PENCIL TO THE BUYER SIDE OF BRITAIN

WRITE NOW for full information about this arresting, dignified medium which reaches the people who make 950,000 journeys every day. The low rates include provision of sketches and panels, with regular inspection by the railway company's own staff. Send a card to the Sole Agents.

T. McDUGALL, LTD., KINGSWAY CHAMBERS,
44/46, KINGSWAY, LONDON, W.C.2.
Telephone: Holborn 5240.



To Firms Seeking Wealthy Markets

"PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

"LA RAZON" BUENOS AYRES

150,000 daily

London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

**Designs for all
Advertising purposes
— at moderate cost —**

R. Breslin
8 Parkhill Road, Hampstead.

PEOPLE WHO THINK
and of discerning mind
— constitute a class of readers that cannot
be overlooked if your product appeals to a
discriminating intelligence.

The
Outlook

is read every week by just this class, and
it will pay you well to include this popular
journal in your current appropriation.
Full particulars gladly from:
L. INDER-HEWITT, Advert. Manager,
"THE OUTLOOK,"
69, Fleet Street, E.C.4. Phone: City 3173.

CURRENT ADVERTISING

Notes of New Business Going Out:
New Advertising Now Appearing in
the Press and on the Hoardings

Smiths' Agency, Ltd., have been booking space for Wills' Erasmus Salts, Boots' Regesan Preparations, Pond's Extract and Antoine Fabre.

Fredk. E. Potter, Ltd., have increased newspaper advertising for O'Cedar.

John Haddon & Co. are placing large spaces in provincial newspapers for Players' and Capstan Cigarettes and have also been giving out for Brooks Appliance and Triumph Cycles.

David Allen Services have considerable business in hand for Velocium and Monomarks.

E. W. Barney, Ltd., are again placing displays for Roneo and Calvert's Tooth Powder.

T. B. Browne, Ltd., have been giving out new instructions for Atora Beef Suet.

Pratt & Co., Ltd., have renewed for Shredded Wheat and Triscut.

Erwin, Wasey & Co., Ltd., are handling large space business for Ford Cars and Goodyear Tyres.

C. W. Hobson has been increasing advertising for Lotus and Delta Shoes.

Osborne-Peacock Co., Ltd., have been giving out for Battleship Garden Furniture and are again handling business for Venida Hair Net.

G. Street & Co., Ltd. (Serle Street), are again placing for Robbialac in the dailies.

Winter Thomas Co., Ltd., have extended newspaper advertising for Fleet Foot Sport Shoes.

Holford Bottomley Service, Ltd., have recommenced booking space for Pheasant Margarine.

Day's Agency is again placing for Morris's Blend Cigarettes.

Mutual Agency is giving out newspaper space for Theo Noel Co.

Brockie, Haslam & Co., Ltd., have business in hand for Koko for the Hair.

John H. Lile, Ltd., are again booking space for Stephen Matthew's Curicomes.

Arthur Hyams & Co., Ltd., have been placing instructions for Vik-Vik.

Hazell Advertising have renewed giving out for Adana.

Sells, Ltd., are handling an appropriation for Ridge's Food.

Woodwright Publicity Service, Ltd., have recommenced placing series orders for Hartley's Jams.

J. M. Walker & Co., Ltd., are booking space for Co-operative Permanent Building Society.

C. Vernon & Sons, Ltd., have been increasing advertising for Hood's Rubber Shoes and again booking displays for Abbey Road Building Society and Escort Umbrellas.

Greenly's, Ltd., have considerable business in hand for Turf and Craven A.

J. Varney & Co. (Manchester) have been placing business for Tetmal and Dr. Cassell's Tablets.

Curtis Agency, Ltd., have advertising in hand for Steck Pianola Piano.

Walter Judd, Ltd., are again handling business for Croydon Electric Cleaner and placing in fashion journals for Treco.

Dorland Agency, Ltd., have been placing for Citroën cars, Kelloggs' cornflakes and All-Bran, W. Jelks and Sons in the suburban papers, George Cohen and Armstrong Disposal Corporation in the continental dailies, and the city office of Dorland's has this week placed the advertising of company meetings for Anglo-American Oil Co., Ltd., Hall Lewis and Co., Ltd., and Crosse and Blackwell, Ltd., as also the advertising of the Quarterly Report of the South African Townships, Ltd.



Long Service

After a period of misunderstanding the word "Service" is again coming into its own. So far from implying reproach, it is a term of honour. In all the best households the "old servant" is the trusted friend and adviser of every member of the family, and is respected almost as much as the head himself.

For more than thirty years

THE WINDSOR MAGAZINE

has been the faithful servant alike of advertisers and the public. It is still yours to command. The "old servant" does not shout his loyalty—he just serves. That is what "THE WINDSOR" does. Try it.

Rate : £45 per page and pro rata.

THE WINDSOR MAGAZINE

Warwick House, Salisbury Square,
LONDON, E.C.4.

Telephone : City 8650 (five lines).





REASONS

WE are widely known as the largest and most important group of artists devoted to Commercial Art. What, however, are the reasons for our work—rough sketch or finished drawing—being, in quality and value for money, the best obtainable?

Many of the CARLTON artists are men with international reputations. All the artists work under one roof, most of them having their own studios. The conditions are ideal for the production of the best drawings. Every artist is provided with the necessary models, costumes and effects that will help him to do better and more accurate work. The most comprehensive artists' Reference Library is maintained here for the same purpose. Working in close conjunction with the artists are expert idea and copy men.

Equal skill, equal choice of talent, equal facilities are not to be found elsewhere. Whether you need a large painting or a small line drawing, Carlton art work is the work for you. Ask us to quote.

CARLTON *Ltd* STUDIO
Carlton House,
Great Queen Street,
Kingsway, London,
W.C.2.

Your Goods Your Markets Your Competitors

Every Sales-factor is studied before "CURTIS" ventures to prescribe Publicity as a tonic for trade.

Would advertising benefit your business? What kind of advertising? And the cost?

Arrange a consultation with the CURTIS AGENCY, Ltd, and get the facts. As Advertising Advisers to many firms of repute we have made a habit of success. We are now open to co-operate with one or two producers or distributors desiring quicker turnover.

Museum 3511-2-3.

The CURTIS AGENCY Ltd.
Complete Service for Advertisers.
102-4, NEW OXFORD ST. LONDON, W.1

*if its
process*
Retouching
ring
Central 4682

C.D.LAWSON & CO.,LTD
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

AN EXHIBITION THAT WAS NOT HELD "IN CAMERA"—

(Cont. from p. 338)

The results of this exhibition were far-reaching. Not only was interest aroused in the districts visited among the general public, but it aroused—or renewed—enthusiasm among the local dealers. The company received many letters of appreciation from its agents, stating that sales had increased by leaps and bounds after the visit of the exhibition. Other dealers wrote asking that the demonstration might visit their town next, since it was certain to be of great help.

One interesting instance of the way in which local interest was aroused occurred at Palmers Green—the last of the places in the exhibition's itinerary. There, the local dealers have organised a Kodak competition for the public. The photographs that are submitted in this competition will be carefully examined, and certain of the best efforts selected. Cinematograph slides will be made of these and will be exhibited at the biggest local cinema. The audience will be invited to act as judges, and state which photographs are deserving of the various prizes.

The Kodak exhibition came to the end of its journeys this week, but it is intended if possible to arrange a further itinerary in the autumn, when other centres will be visited. The result of the exhibition cannot, of course, at this stage be gauged. The benefits are bound to be cumulative in effect, but even now the increases in sales are very noticeable.

TABULATING RETURNS—

(Cont. from p. 334)

position and would need other sets of figures. In the usual case, he does not expect to sell his article entirely by post. His postal publicity is intended to stir up enquiries, which are then handled mainly by salesmen. He may follow-up in between salesmen's calls, but this would be in the nature of general support to his sales force.

The simple sets of figures he would need might run:—

<i>Cost of Mailing Shot to 5,000</i>	
<i>Manufacturers</i>	£60
<i>Number of Enquiries</i>	162
<i>Percentage of Enquiries</i>	3½
<i>Cost per enquiry</i>	7/5

The number of enquirers turned into orders, and the cost of securing a new customer, would depend on the salesmen's efforts and the salesmen's costs, and could not rightly be tabbed up to the postal publicity figures.

1926 Holiday Guide

The 1926 edition of the *United Kingdom Holiday Guide* has just been published by Messrs. Cox & Pickering. The book contains no less than 516 pages, a large amount of which is devoted to hotel and boarding-house advertising. The book is exceedingly well written, illustrated and produced.

THE DAILY HERALD'S ASCENDING CIRCULATION

FOR a few weeks preceding the Strike there was a tendency for the *Daily Herald* to increase its circulation, but since May 17th it has had to print to the full capacity of its machinery in order to cope with the increased demand for the paper all over the country.

It was not published during the period of the General Strike—May 5th to the 17th inclusive.

To its own customers no stimulus is needed. They are fully aware of the splendid pulling power of the *Daily Herald*; they already know that "results" from this influential paper are certain, are impressive, are such as to warrant the *Daily Herald* being placed in the forefront of nationally circulating newspapers.

To advertisers who have so far not used the *Daily Herald*, a hearty invitation is given; a simple test will be sufficient to carry conviction.

The *Daily Herald* is to-day so certain a producer of "results" that it welcomes comparison in that respect with any newspaper. Its rate for space still remains 30/- per single column inch, with the added advantage of next news matter position being given all displayed advertisements.

Turn to your own rate book, make comparison, cease wasting money and send your order to:—

M. POYSER,
Advertisement Manager, *Daily Herald*,
2 Carmelite Street, E.C.4

'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a
superb delicacy, the
result of a matchless
blend of the finest
Virginia Tobacco

10 for 10^d | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1 P4

Do

YOU

require the services
of a successful
and resourceful
advertisement
space seller

?

I AM at present engaged in London by a leading publishing house on a national weekly. I have an excellent selling record extending over four years. I am 28 years of age and married. In addition to my advertising knowledge I have had varied business experience, including an executive position in the wholesale newspaper and periodical business.

I am well known to principal advertisers and agents.

I have exceptionally good testimonials from my past and present employers. For excellent reasons I desire a change, and require a position with an established medium offering scope.

If this advertisement interests you, I can come to see you with all the details you would require any time on Tuesday, June 8th, or following days, if you would please write to:—

W.S., c/o *The Advertiser's Weekly*,
66, SHOE LANE, E.C.4.

We Hear—

THAT having got through an immense amount of clerical work restarting the stops, the men in the agencies are getting back to the normal state of business; and—

THAT there is optimism in the air of Fleet Street and there is no getting away from the fact that the future business outlook has inspired the hopeful view of better business days to come.

THAT one aspect of the holiday season advertising is the interesting fact that hotels and boarding houses continue to make generous use of the columns of the leading newspapers although there has been an almost complete cut in the announcements of the railway companies; and—

THAT on the other hand the motor-coach business is growing in importance as an advertised line, and in the big provincial cities and towns is seeking and obtaining a much wider publicity than hitherto.

THAT if the appeal of British resorts has for the time being been pushed somewhat in the background, Continental watering places are making a bold bid to secure the patronage of the Britisher, and in the pages of the illustrated weeklies enticing advertisements may be found.

THAT that fashionable centre, the Lido, Venice, fortunate in the amount of free editorial publicity it gets later on in the season, is now being advertised more widely in English publications than ever before, and others of fashion fame, including Aix-les-Bains and Baden-Baden, are out to retain their popularity.

THAT that usually delightful Derby Day party which for many years now has been organised by the *Daily Sketch* was again run on Wednesday with Mr. U. B. Walmsley as guide, philosopher and friend of as merry and bright a party as ever set out for Epsom.

THAT the result of the draw for the Aldwych Club Derby Sweepstake last Monday gave the likely first three to: Mr. Carpenter (Colorado), Mr. Turner (Coronach), and Mr. "Senator" Wright (Swift and Sure).

THAT the importers and advertisers of American produce on sale in this country are undisturbed and going on the even tenor of their way—in some cases increasing advertising—well satisfied that they have no manufacturing difficulties to meet, such as may confront their competitors.

THAT coupled with a new advertising campaign for Kellogg's Corn Flakes there has been linked up window displays in the retail grocery shops and stores.



At the Hub of Industrial Wealth
Daily Dispatch
EVENING CHRONICLE



We Hear—

THAT some of the big circulations are refusing to carry any more Crossword puzzle competition advertisements on the score that such announcements are in their number being overdone by private advertisers.

THAT the new weekly issue of *Our Home* by Messrs. Hutchinson, with Mr. Charles Henderson as advertisement manager, will begin in the middle of next month when a big bid will be made to obtain a place alongside the existing highly successful domestic weeklies.

THAT the new season motorists are expressing admiration for the really charming and informative advertisements of Shell Motor Spirit painted on the spans of railway bridges crossing our country roads.

THAT the Middlesex Hospital, which for some time has been advertised as falling down, is benefiting by a novel method of advertising by the trackless train—a tractor and a saloon-trailer coach—now running around London from America, and placed on our streets by the Jury-Metro film firm who couple the Middlesex Hospital appeal with their own publicity.

THAT the *Irish Printer* suggests that the lecture on printing recently delivered before the Publicity Club of Ireland by Mr. A. Goodridge, should be read also to the students of the school of printing at the Dublin Technical Institute.

THAT at the annual general meeting of the Aldwych Club on Tuesday next it will be officially announced that Sir Charles C. Wakefield, Bart., has kindly accepted office as hon. president for another year, an unusual distinction for the Club to elect the same hon. president in office two successive years.

THAT the factory at Letchworth where the advertised Marmet Baby Carriages are made was damaged by fire last week to an amount exceeding £35,000.

THAT a prospectus is being circulated from Glasgow asking for £15,000 in five shilling shares, the capital of Scottish Publications, Ltd., with the object of issuing a new weekly newspaper in the autumn representing Scottish church life and work.

THAT a substantial appropriation for the Regesan lines of Messrs. Boots Pure Drug Co., Ltd., is likely to be placed during the summer months.

THAT manufacturing difficulties—more than selling ones—may before long cause a diminution in the amount of advertising being placed by motor-car manufacturers.

THAT postal publicity is being much sought after by the principal stores at present, after suffering from a shortage of such matter owing to the printers' strike, and the "bucket shops" are as energetic as ever in employing this particular kind of advertisement.

THAT these publishers of popular song successes and dance music whose announcements are a regular weekly feature in the professional newspapers have again made extensive arrangements at Blackpool, Douglas (I. of M.), and other seaside resorts for that form of vocal advertisement known as "song plugging."

“ — and we are
 “ pleased to be
 “ able to tell you
 “ that the strike
 “ has evidently
 “ not affected the
 “ sales of the
 “ DAILY SKETCH
 “ much, for it is
 “ pulling as well
 “ as ever!

The above extract from a letter just received demonstrates that the DAILY SKETCH is still very, very profitable to use!

ULRIC B. WALMSLEY, Advertisement Manager,
 The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C.1

The Poster— for Speedy Results.

THE Poster, by its very simplicity, compels attention and registers a rapid impression on the mind of the passer-by. Necessarily it relies on bold, broad effects, calculated to concentrate the interest of the beholder in the shortest possible space of time.

There *must* be great selling value in the rapidity with which the poster spreads its message. There *is*—and every shrewd advertiser is aware of it.

Place your poster campaign in the experienced hands of Walter Hill & Co.—for 50 years specialists in this class of work—and assure yourself of a service second to none in the country.

WALTER HILL & CO.
LONDON, W.C.

THE LARGEST
BILLPOSTING ORGANISATION
IN THE BRITISH EMPIRE

67 & 69 SOUTHAMPTON ROW, LONDON, W.C.1

'Phone: Museum 2443 (3 lines). Telegrams: "Tuxedo, Westcent, London."

OFFICE IN FLEET ST.
can be shared. Suit Advertising Agent or Provincial Newspaper. Write "Domus," *The Advertiser's Weekly*, 66, Shoe Lane, E.C.4.

THE BEST FREE GIFTS.
SOFT TOYS
Illustrated Catalogue on Request.
MANUFACTURERS, Est. 1914.
THE TEDDY TOY CO.,
45, GOLDEN LANE, E.C.1.

We Hear—

THAT Lord Beaverbrook is to be entertained at dinner to-morrow (Saturday) at the Trocadero by those of his staff who carried on the *Daily Express* and the *Sunday Express* during the general strike.

THAT Mr. H. Colin Edgell, advertising manager of Robinson & Cleaver, was one of the successful candidates in the election of thirty members of the general committee of the National Liberal Club at the annual meeting.

THAT Mr. Harold H. R. Wright, late of *John Bull*, and now with the West End Engraving Co., Ltd., acted as station master for the L. & N.E. Railway (G.E. Section) during the recent strike.

THAT an exhibition of recent European Fine Book and Commercial Printing is at present open in the premises of the *New York Times* in New York, organised by the New York Club of Printing House Craftsmen.

THAT Mr. Charles C. Green has been re-elected President of the New York Advertising Club, with Mr. John G. Jones as vice-president.

THAT the New York Advertising Club served 94,587 meals during its last financial year at an average profit of .0046 per cent. per meal.

THAT Mr. F. B. Climpson, one of Mr. W. B. Robertson's representatives at the Amalgamated Press, is to be married at Milton Abbey, Dorsetshire, to-morrow, to Miss Agnes Guy.

THAT the British business men's tour of the Free State organised by the *Irish Independent* proved a great success, and that the visitors, among whom were many well-known advertising men, were loud in their praise of the arrangements made for their comfort and enjoyment.

THAT a series of broadcast advertisements on behalf of Urney chocolates has been arranged by Kenny's Advertising Agency to be given from the Dublin station.

THAT the *Kilkenny Journal*, the second oldest provincial newspaper in Ireland, which temporarily ceased publication, is about to resume.

THAT Mr. J. J. O'Leary, of Messrs. Cahill's Printing Works, Dublin, has gone to the United States on a business mission and he hopes to meet Pat Montford, late advertisement manager of the *Freeman's Journal* during his tour.

THAT there is the prospect of an important advertising account being in the market for next winter season, and that competition is likely to be keen among the agencies to secure it.

Put **Ideas** in your campaign
It sells in the home

The Poster & Outdoor Advertising

A Monthly Supplement Devoted to the Interests
of Users & Producers of Outdoor Publicity.

No. 52

JUNE, 1926

Art in Railway Posters

A Review of the New L.N.E.R. Exhibits—Posters that Are Pictures

By H. C. Ferraby

THE application of art to the purposes of advertisement has occupied the attention of a great many worthy people for a great many years—even before Mr. Barrett bought "Bubbles" for Pears.

And it is a curious commentary on the elasticity of art—or of advertisement—that there is as yet nothing approaching agreement on first principles in the application of art to advertisement.

"That," says Mr. Brown-Smith, the eminent art critic, pointing to a delightful sketch by an R.A., "is a real poster."

"That," says Mr. Jones-Robinson, the eminent advertising manager, pointing to a litho'd depiction of his product, "is a Real Hundred Per Cent. Poster."

(Advertising managers talk like that when they are arguing—sometimes.)

This variety of opinion was well demonstrated at the fourth annual exhibition of advertising material held by the London and North Eastern Railway, and the fact that the exhibition is now over need deter no one from reading further, for all the material to be discussed is still on public exhibition on the hoardings and the railway com-

pany's office counters everywhere. The L.N.E.R. posters are by many artists, and it may be said at once that there is not a bad picture among them. But there are quite a number of which one may fairly ask "Is it a Poster?"

About Mr. Steven Spurrier's "Norfolk Broads" there is no question. It is first and foremost a poster, but it is at the same time a decoration. The intensely high key in which it is designed is right; the flaming red, yellow, blue, green and brown harmonise, though it is the harmony of Rimsky-Korsakoff rather than of Puccini. Then, again, Mr. Andrew Johnson's "Lowestoft" and Mr. Tom

Purvis' "Mablethorpe and Sutton-on-Sea" are sheer posters, satisfying every demand of publicity without offending a single canon of æsthetic taste.

Mr. Charles Pears' "Filey" is another delight. Much of this artist's war-time painting marked him out as a painter to whom the poster world might be indebted—those who recall his Harwich Flotilla pictures in the Naval War Exhibition will know what I mean. "Filey" fully bears out that promise.

With Mr. R. E. Higgins' "Bridlington" the commentator is in a quandary. Its effectiveness in catching the eye is unquestioned. Its originality

in the disposition of the strolling buskers across the foreground is arresting. But thereafter Mr. Higgins' colour sense seems to have evaporated. Is Bridlington quite that washed-out colour?

Mr. W. Russell Flint, A.R.A., has painted a delightful picture of Bamburgh Castle, and no doubt the art critics would acclaim it a successful poster. But the art critic does not have to sell return tickets to Lucker, the station for Bamburgh. Whereas the glow of sunshine in Mr. J. A. Lambert's

(Continued on p. 369)



This Hoarding Business—

There's very little talk of hoarding nowadays. But there is more talk of *hoardings* than ever. And more *hoardings* to talk about. And to talk. For the hoardings *do* talk; some, of course, better than others.

Look at the posters on those hoardings. Is yours among them? Are you satisfied with its position? And its condition?

If not, write or 'phone us for details of our Outdoor Advertising Service, based on many years of experience.

OUTDOOR PUBLICITY LIMITED

Managing Director,
ERNEST LEICESTER,

Faraday House,
8, Charing Cross Road, W.C.2.

Telephone:

GERRARD 8518.

Telegrams:

"BYLPOSTA, LONDON."

The Month on the Hoardings

Frank Review and Candid Criticism of Current Posters
on the Hoardings, 'Buses and Vans

By John G. Gray

THERE are still well-meaning but ignorant persons who, being unable to realise that the lithographic poster is not only an instrument of trade but also an art form with its own particular technical laws, believe that the hoardings would be vastly improved if posters were reproductions of the works of Royal Academicians and artists of the same school, or failing that, if poster designers took as models oil paintings of the type to be found at Burlington House.

Technique and Style

It should be safe to assume, however, that all the readers of this journal have long ago passed what might be called the "Bubbles" stage, and it is no doubt generally accepted among poster designers and users that the technique and style which are proper in an oil-painting intended for leisurely inspection at close range, and which has no ulterior object, are quite unsuitable in a lithographed bill ten feet high, whose purpose is not to arouse æsthetic emotion but to convey a precise advertising message to a person who passes it at a speed of from three to thirty miles an hour. It must be an axiom that elaborate detail of form and colour are generally useless and indeed positively wrong in a poster on the street hoardings, and that simplification of colour, form and plane are essential if a poster is to succeed.

These principles are so widely accepted and have been discussed so often that I should not have thought to refer to them if I had not been moved to do so by one or two posters recently issued, which seem to have some bearing on the matter.

The Whiteway Poster

One of these posters is a 32-sheet designed for Whiteway's Cyders by Mr. Graham Simmons. Now Mr. Simmons is a very versatile artist. His water colours are often to be seen in exhibitions in the art galleries, and his black-and-white drawings are reproduced as illustrations to the stories, and are incorporated in advertisements in the magazines and the Press generally. His posters for the L.N.E.R. company, and that for the *Daily Mail* Ideal Homes Exhibition, reproduced last month in THE ADVERTISER'S WEEKLY, show that he is as aware of the merits of bright colour and flat, simplified pattern as is Mr. Gregory Brown. But for Messrs. Whiteway, Mr. Simmons has produced a poster which, judged by the standards referred to above, is distinctly unorthodox. The yellow border, sug-

gestive of a gilt frame, emphasises what might be called its unposterlike quality, and is an acknowledgment of its inspiration. Executed in oils in cabinet size, and labelled "Still Life," it would be quite at home on the wall of an art gallery, and yet it must be admitted that it succeeds on the hoardings, too. Probably under conditions of poor visibility, on winter mornings and evenings, it would be less effective than many posters, but it stands out well enough now—and cider, I understand, is chiefly a summer drink. Mr. Simmons, unlike an artist experienced solely in the painting of easel pictures, has realised the difficulties that faced him, and has overcome them.

He has preserved the essential characteristics of oil painting and has yet contrived subtly to modify them so that the effect shall not be lost on the hoardings. It is, however, a *tour de force*: the sort of feat which is hardly likely to succeed except once in a while. So much for the artist's side. As advertising the poster is admirable. That bottle and glass, those wonderful apples and that beautiful oak bring cider into association with all the pleasures of the table.

"Contented"

A much less effective picture, in my opinion, is the new 16-sheet Ewbank bill. The Ewbank posters usually depict a pretty girl smilingly manipulating a carpet sweeper. They are charming rather than arresting, it is true, but at any rate they suggest that the Ewbank machine is very easily worked, and that is an important selling point. But the new poster has an inner border, or frame, within which is a young lady sitting with a closed book in her hand. At the foot is the title "Contented." Only the handle of a carpet sweeper is permitted to invade this pretty picture. The sweeper itself is outside in the border. Why the lady is contented one can only guess. Perhaps the book, which she has just finished, has had a satisfactorily happy ending. But what has this to do with the Ewbank carpet sweeper? Perhaps the suggestion is that if the lady did not possess one of these labour-saving appliances she would have no leisure for reading, but that is a little far-fetched, and if it really is the point the advertiser wishes to make it should be driven home more conclusively, as it is in some of the washing-powder advertisements. But perhaps all that is meant is that the lady is contented with her carpet-sweeper. But I give it up, as I think the passer-by in the street would have done long before me.



Mr. Higgins' new L.N.E.R. poster which is discussed on page 365

At the bottom of the poster are the words "7 anchored cushions and self-cleaning brush." Those are points which will appeal to a potential buyer, no doubt, though I will admit that if I were selling a carpet sweeper I should go in for something more crude, such as "You can't hurt your furniture with a Ewbank with its 7 anchored cushions." (Mr. Thomas Russell would object that that is a negative point.) But even if the more restrained manner of the Ewbank makers is right, the message should at least be printed in letters that are legible at a reasonable range. Those in the new Ewbank poster are not. As for the picture of the pretty girl, it is pleasant enough, but it would be more effective on a smaller scale, as a shop-window card or on a calendar, than it is on the hoardings.

The Whiteway and the Ewbank posters are both printed by Thomas Forman and Sons, Ltd., of Nottingham.

"That Pasty Look"

Humour on the hoardings is rather out of favour with advertisers at the present time. Perhaps it is because the supply of the genuine article is unequal to the demand. I am not quite sure that the new Andrew's Liver Salt poster, the one that proclaims that this aperient "removes that pasty look," entirely fills the bill. I am not sufficiently expert in these matters to know whether a "pasty look," i.e., I suppose, pallor, is the most conspicuous symptom of liver disorder, but I had always imagined that the most pressing incentive to the taking of medicine of this sort was a feeling that all was not well within, rather than the discovery that the complexion had lost its natural bloom. Besides, is it discreet thus to joke at

someone who has a disordered liver? Do not such sufferers take their complaint rather seriously, and are they not easily roused to anger? But probably the manufacturers of Andrew's Liver Salt understand the psychological as well as the physiological reactions of their customers better than does a person whose liver functions unobtrusively and uncomplainingly. Perhaps for the benefit of those who have not seen the poster I ought to have explained that it shows a pedestrian being accidentally splashed with paste from the brush of a billposter who is putting up an "Andrew's Liver Salt" bill on a hoarding.

The Tin on the Table

I believe there has been no previous reference in this series of articles to the Nestlé's Cream advertisement showing a small boy holding out a plate of fruit on which cream is being ladled from a tin. It is hardly likely that the tin itself would actually appear on the table, but the solecism may be accepted without much demur, though in this case the necessity for reproducing the can is not so urgent as it might be in regard to some other kinds of goods. The chief merit of the poster is the eager attitude and expectant expression of the boy. It is astonishingly well done. In America, where the sale and advertising of branded foods is of course very much more developed than in this country, a similar idea has been exploited many a time, but never, I think, so successfully. Of course, it is a boy who is shown in the picture. An adult, or even a little girl, would never dare to reveal such an intense and all-absorbing enthusiasm for something to eat. The lettering on the poster is commendably terse and is easily legible.

The Show-windows of Great Britain

The Hoardings of Britain are the finest window-show in the world. Show your goods in this nationwide window, and all the shoppers of the Kingdom must see them.

The effectiveness of your display depends on the merit of your Poster and on the judgment with which you select your General Billposting Contractor. The right Poster in the right positions is sure to pay you.

As the Service Billposting Contractors, it is our job to see that you get the best possible display in both respects—in every part of the Kingdom, London included.

Write, telegraph or telephone and we will send a representative to see you.

Sheldons Ltd

SERVICE ADVERTISING
PRESS AND POSTER

**Sheldon House
Queen Street
LEEDS**

B C M/4 ADS

CIRCULARS or SAMPLES

carefully and systematically delivered House to House, under reliable supervision,

at Southsea

at Portsmouth

at Isle of Wight

ESTIMATES FROM THE

Portsmouth & District
Billposting Co., Ltd.,

74, ARUNDEL ST., PORTSMOUTH.

Sell to

300,000

Buyers

through

MORISON

HOARDINGS!

Write for information to

MORISON'S

ADVERTISING AGENCY (HULL) LTD

BILLPOSTING DEPT.,

ALBION ST.,

HULL

ADVERTISING  SINCE 1893

The phrase "Always topping" has perhaps some punning reference to the idea that Nestlé's Cream is good as a dressing *on top* of such things as fruit, but is "topping" still current slang among schoolboys? I don't remember having heard it for a long time. "No Preservatives" is a very strong point, especially in these days when the evil effects of chemical preservatives receive a great deal of publicity. There is rather an unpleasant green in the background of the poster, which otherwise is very good. It is issued by T. B. Browne, Ltd.

Quality and the Major

The "Army Club" major has had his portrait taken again—twice, in fact, once on foot, as a 16-sheet, and on horseback, as a 32-sheet. It is too late in the day to argue about the selling power of this interesting personality. It is very evident that his creators are possessed of evidence against which no amount of theorising would avail. As the previous Army Club advertisements were, one assumes, successful, these two new ones will be also, for they are similar in style, and, if anything, rather better than their predecessors. The phrase "Quality alone has made them," used of Army Club cigarettes, is enigmatic. "Quality," even in the deplorable sense in which it is used in modern advertising, is an attribute, not a function. A thing possesses quality; it is not made by it. However, the phrase vaguely suggests that Army Club cigarettes are good cigarettes; perhaps most people will understand that, and will not inquire further. The Army Club posters bear the imprint of Ajax, Ltd.

Not "After Degas"

The public will be delighted to renew acquaintance with the comely, rosy-cheeked young woman who uses Colman's Starch. A little time ago she was to be seen on the hoardings with arms outstretched folding snow-white linen. Here she is again, in a 32-sheet poster printed by Nathaniel Lloyd and Co., Ltd., again at the end of her task, and still looking remarkably fresh, too. Rather a different picture from Degas's "Repasseuses!" The appeal of the Colman advertisement, of course, is meant to exhibit a more attractive aspect of the laundress's labours. Its simplicity and lack of sophistication are entirely commendable. Degas's picture would not inspire one to take a pride in the care of one's own linen, but would rather move one to shift the burden on to a laundry.

The printers of the Colman poster have also produced a 16-sheet for Chiver's Jellies—a little girl bending down and peeping through a very transparent moulded jelly. The idea is not an unacceptable one, but its embodiment in this poster is rather trite.

David Allen and Sons, Ltd., have printed for the Isle of Man Steam Packet Co., Ltd., a 16-sheet bill with in

the centre a horizontal panel, designed by Mr. Norman Wilkinson. Mr. Wilkinson, of course, can make a very good job of a seascape when he gets the chance, but on this occasion, apparently, it was stipulated that the greater part of his space should be filled by an accurate representation of one of the company's boats. That could have been done equally well by a much-less gifted artist than Mr. Wilkinson, who, however, has done his best with what little room has been left him on either side of the ship. In a previous article I discussed the importance or otherwise in steamship advertisements of filling the poster with a picture of a ship, so I will not enlarge on the subject here. The lettering is bold without being very agreeable to the eye.

Intending holiday-makers are reminded by a new 16-sheet bill, designed by T. D. Kerr and printed by McCorquodale and Co., Ltd., that "The sun shines most on the 'Southern' coast." The lettering occupies most of the poster, and at the top is a clever decorative representation of a rising sun. A footnote invites readers to apply to a Southern Railway inquiry office for a booklet. The company's rhymed slogan is an excellent one. I think it is better than the L.N.E.R.'s "Drier Side of Britain," for sunshine connotes not merely reasonable freedom from rain but more positive amenities besides.

A Noiseless Point

The Typo-Print Company has produced four posters to advertise different models of the Remington typewriter—the Standard, the Noiseless, the Book-keeping and the Portable. The bills are printed on a black ground, and the lines of the machines are picked out, very effectively and in full detail, in white. A "Miss Remington," whose black frock merges into the background, figures in each poster. The virtue of the Noiseless model especially is very cleverly exhibited. Everyone knows how difficult it is to conduct a telephone conversation when there is a typewriter working in the same room. In this poster a second girl is shown at the telephone, apparently hearing without any trouble, although she is within a yard of where "Miss Remington" is busily working. The introduction of the telephone was a very happy idea. It enabled the design to be restricted to two figures, and it drives home the selling point more effectively than anything else could have done, unless, perhaps, someone listening-in on a crystal set had been substituted!

Shopping Week Posters Wanted

Mr. Colin Turner, of the Federation of British Industries, 39, St. James's Street, S.W.1, would be glad to receive specimen copies of posters featuring the "Buy British Goods" appeal and advertising British Shopping Weeks, as he has been requested to send a selection of such posters to Japan.

ESTABLISHED 1838

(Eighty-eight years),

1926

36, PETER STREET,
MANCHESTER

The Headquarters for
Poster Advertising
In the British Isles.

Estimates given free
of charge for the Dis-
play of Posters on
prominent positions at
home and abroad.

IN ADVERTISING—
Personal Service Counts.

Consult the Managing Director,
JOSEPH CROOKES GRIME, M.B.E., J.P.
Manchester Billposting Co. Ltd.
36, PETER STREET,
MANCHESTER.

22 Branch Offices.

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-
tone Work.

NO BLOCKS Required.

CHARLES & READ, Ltd. 27, Chancery Lane, W.C.2
Holborn: 153 and 6387.

THE REVIEW of REVIEWS

IS YOUR MEDIUM FOR REACHING
THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

MAIL ORDER CIRCULARS

Let

ELPHICKS

Quote for Printing and Dispatch.

BIGGLESWADE - Beds

Photography. Technique and Service.

Original pictorial advertising, or straight-
forward catalogue work, of the highest
grade. May I call and show you some?

Latchmere 4980

D. CHARLES, 50 Webbs Road, S.W.11.

ART IN RAILWAY POSTERS

—(Cont. from p. 365)

"Tynemouth" is excellent sales talk
for a place that, on its name alone,
would not attract many tourists.

One of the world's famous hoarding
jokes reappears in a new guise this
year—Mr. John Hassall's happy sailor
of Skegness. Originally, it will be
remembered, he bounded along a wide
stretch of untenanted shore—and so
subtle is the art of selling by poster
that hundreds of people up and down
the country have the impression that
Skegness is a desolate, untenanted
place, with no amusement apart from
its sea breezes. The figure has now
been moved a little to the left of the
poster, and in the background, un-
obtrusively, there is a pier, barely seen
but quite definitely suggesting civilisa-
tion, cinemas and charlestons.

Whereon the student of commercial
art may ponder, without harm to his
aesthetic conscience and some profit to
his material wealth.



NEW ADVERTISERS' A.B.C.
1926 Issue of a Useful Work

A critical estimate of the year's ad-
vertising is made possible to all students
of publicity by the large section of
illustrated advertisements included in the
Advertiser's A.B.C. for 1926 (T. B. Browne,
Ltd., 21s. net).

An interesting article appears on
"Market Research—Its Value to the
Producer," and a treatise on salesmanship
is written with the idea of assisting the
many whose duty it is to study the sales
problems of the present day.

A short epitome on the law and practice
affecting trade marks will be found both
instructive and informative, since the
plan of branding goods is growing with
such great rapidity.

The lists of periodicals and newspapers,
both in London and the provinces, the
section devoted to a complete list of
London and provincial billposters and the
large section on overseas markets and over-
seas journals will prove of inestimable
value.

POSTER ADVERTISING IN THE MIDLANDS

There are large markets for all
advertisable goods in the com-
pact accessible area which centres
on *Nottingham* and *Leicester*.
Get your share in the prosperity
of the Midlands by using the
hoardings.

The Midlands, which make
everything, also buy everything.
They will buy your goods when
your message is well displayed
on the hoardings of

ROCKLEY'S Ltd. THE MIDLAND BILLPOSTERS

NOTTINGHAM
LEICESTER
MANSFIELD
SUTTON-IN-ASHFIELD
KIRKBY-IN-ASHFIELD
BEESTON
GRANTHAM
KETTERING
ILKESTON
HUCKNALL
SHIREBROOK, &c., &c.

Regd. Office:
TALBOT ST.
NOTTINGHAM

Telegrams:
"ADVERTISE"
NOTTINGHAM

Telephones: NOTTINGHAM 751
LEICESTER 125

REGISTER OF BILLPOSTERS

Announcements in this Special Section are published in the first issue of every month, and restricted to the names and addresses of Billposters. Orders cannot be accepted for less than 12 monthly insertions, the charge for the whole year being £2 12s. 6d. net.

ABERDARE

The Aberdare Valley Billposting & Advertising Co., Public Hall, Cardiff Road.

BLACKPOOL

Blackpool Billposting Co., Ltd., 167, Church Street, Blackpool. 250 Stations.

BOLTON

The Bolton & District Billposting & Advertising Co., Ltd., Paley Street.

CORNWALL

Camborne Printing and Stationery Co., Ltd., Market Square, Camborne.

Cornish Echo Co., 18a, Church Street, Falmouth.

DERBY

The Derby & District Billposting & Advertising Co., Ltd., 44, Siddals Road.

DONCASTER

Danum Poster Service, 51a, Market Place.

EDINBURGH

Nixon, Ltd., 61, Elder Street.

EXETER

James Townsend & Sons, Little Queen Street.

FALKIRK

Mackie & Co., Mail Buildings, Manor Street, Falkirk.

GRAVESEND

Gravesend & District Billposting & Advertising Co., Ltd., 15, Wrotham Road, Gravesend.

GRIMSBY

W. H. Jackson & Co., 818, Victoria Street. 'Phone 2829.

HEREFORD and District

Midland and Welsh Advertising Co., Ltd., Midland Bank Chambers, Hereford. 'Phone 2631.

HORWICH (LANCS.)

Fletcher & Co., Longworth Road.

HULL

Hull & Grimsby Billposting & Advertising Co., Ltd., 12, Bowlalley Lane.

Morison's Advertising Agency (Hull), Ltd., Albion Street.

LEEDS

Sheldons, Ltd., Sheldon House, Queen Street.

LLANELLY

Llanelly & South Wales Billposting & Advertising Co., Ltd., 8, John Street.

LONDON

Chelsea, Battersea Billposting Co., 90, Sydney Street, Chelsea, S.W.3.

A. Leopold & Co., 581, Holloway Road, N.19.

LONG EATON

R. Hill & Son, Ltd., 23, Craig Street, Long Eaton.

MANCHESTER

Manchester Billposting Co., Ltd., 36, Peter Street.

Managing Director: Joseph Crooke-Grime.

OLDHAM

Oldham Billposting Co., Ltd., 8, Clegg Street. Telephone: 457.

PLYMOUTH

Devon & Cornwall Billposting & Advertising Co., Ltd., 153, Union Street.

The Lidstone Billing Co., Ltd., 7, The Octagon, Plymouth.

PORTSMOUTH

Portsmouth & District Billposting & Advertising Co., Ltd., 74, Arundel Street, Portsmouth.

South Hants & Boro' Advertising Co., Ltd., 1, Greatham Street.

ROCHESTER

The Rochester, Chatham & District Billposting & Advertising Co., Ltd., 320, High Street.

STOKE-ON-TRENT

Stoke-on-Trent & North Staffordshire Billposting Co., Ltd., 11 & 13, New Street, Hanley.

WOLVERHAMPTON

The Wolverhampton & District Billposting & Advertising Co., Ltd. Head Office: 4, St. George's Parade, Wolverhampton.

WORCESTER

Smith & Co., Worcester Billposting Co., The Trinity. Tel. No. 347.

Advertiser's Weekly
Friday, June 11, 1926

ALL ABOUT "ADVERTISING DISPLAY"

The Advertiser's Weekly

4^D A COPY
20⁰ a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

JOHN BULL
TWO PENCE
OVER A MILLION
CERTIFIED SALE

*Think
BIG—
Advertise in
'John Bull'*

For Rates and Particulars apply :—
PHILIP EMANUEL, Advertisement Director,
ODHAMS PRESS Ltd. Long Acre, W.C.2

THE ONLY WAY

Tell it in Two Million Homes through The "Sunday Pictorial"

The week to week circulation figures from October 4th, 1925, to March 28th, 1926, are as follows:—

1925					1926				
October	4	2,302,691	January	3	2,323,118
"	11	2,330,959	"	10	2,331,065
"	18	2,325,995	"	17	2,324,064
"	25	2,308,404	"	24	2,320,644
November	1	2,302,232	"	31	2,322,607
"	8	2,268,268	February	7	2,320,531
"	15	2,264,126	"	14	2,356,130
"	22	2,390,295	"	21	2,368,763
"	29	2,416,983	"	28	2,367,336
December	6	2,369,046	March	7	2,375,921
"	13	2,342,761	"	14	2,372,845
"	20	2,327,090	"	21	2,363,996
"	27	2,353,593	"	28	2,364,728

The above figures are exclusive of all Free, Voucher, and Complimentary Copies.

The Sunday Pictorial

CIRCULATION WELL OVER TWO MILLION COPIES PER ISSUE

'Phone:
Central 3440 (Seven Lines).

Specimen Copy, Rates and Full Particulars

will be sent on application to

SIDNEY D. NICHOLLS

ADVERTISEMENT MANAGER

Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

Telegrams:
"Sunpicad, Fleet. London."

A CAMPAIGN IN ITSELF

The Week in Advertising

Philadelphia, Prosperity and Peace—The British Delegation— International Relations

THE departure this week of the British delegation to the Philadelphia Convention marks another stage in the development of the international spirit in advertising.

Science and art, we are often assured, have no boundaries, and it is surely equally true to say that no branch of human activity in the present age has a more universal appeal or serves humanity throughout the world more steadily than does advertising. This is not to say that the form of appeal is universal, or to suggest that the campaign which succeeds in Austria will also succeed in Peru. But, basically, human life, civilisation and development, in every country depend more and more upon the efficiency, the trustworthiness and the energising influence of advertising.

It is sometimes said that we have borrowed the Convention idea from America. Nothing could be further from the fact. It is only necessary to recall the annual meetings of the British Association as one instance to show that these regular gatherings of people with a common interest for the interchange of knowledge and ideas are old established in this country. The word "Convention" as applied to them may be an Americanism, but no doubt some student of philology could produce an instance of its use in this country some time in the sixteenth or seventeenth centuries. It might even have been applied to a little gathering attended by King John and his barons for quiet discussion at Runnymede.

The Philadelphia Convention has an especial interest this year, and it is a matter for regret that industrial conditions here have made the journey impossible for many who would have gone with the delegation. British advertising,

however, is well represented, and a high compliment to our representatives has been paid by the invitation issued to several of them to speak at the appropriate sessions. The programme of work to be done during the Convention is certainly rather staggering in its extent and a verbatim report of the Sessions would fill a large volume. Attendance at all the Sessions is manifestly a physical impossibility, and for

that reason the reports of the Convention will be studied with particular care. We have made arrangements for the issue of a special report immediately after the close of the Convention, and no effort will be spared to make it thoroughly representative of the information imparted to the various audiences in the Philadelphia University Buildings.

The American organisers are more fortunate than our own this year, in that there is no cloud on the horizon which threatens a storm which will wash out their efforts. As the coal strike drags on its weary length in this country the project for reviving the Blackpool Convention has still to be postponed for consideration at a later date. There is considerable support for the project, but it is obvious that with so many members of the Executive of the Advertising Association absent in America there will be no steps taken before the early part of July. Meantime the good wishes of all their colleagues go with the delegation to Philadelphia for transmission to the great gathering of transatlantic colleagues and friends.

The international spirit in advertising, the international spirit of co-operation for development of all that adds to the world's prosperity and happiness, will be further stimulated by this year's gathering in the City of Brotherly Love. The President of the Associated Advertising Clubs of the World, in a recent speech, suggested once more that advertising could make world peace secure and do it more effectively than politicians and statesmen. There is a thought there for Philadelphia which goes well in double harness with the avowed subject of the Convention, "Advertising—the Stabiliser of Prosperity."

THIS WEEK'S PAPER

"Advertising Display"

Our new monthly supplement—
date of the first issue

Developing the Photograph in a Fresh Sense

Qualities of the successful photographic advertisement

Putting the Easy Chair on Its Feet

A proposal for a big combined advertising campaign for the furniture trade

The Beauty of Advertising—by H. C. Ferraby

Off to Philadelphia—Final Arrangements

Some Foundations of Successful Mail Order — by Gordon A. Jahans

And All Regular Features

Ad. News in Brief
Publication Notes and News
Club Notes and News
Advertiser's Gazette
Current Advertising
We Hear, etc.

THE ADVERTISER'S WEEKLY,
66, Shoe Lane, London, E.C.4

"Advertising Display"

Our New Monthly Supplement—Date of the First Issue—Result of the Title Competition

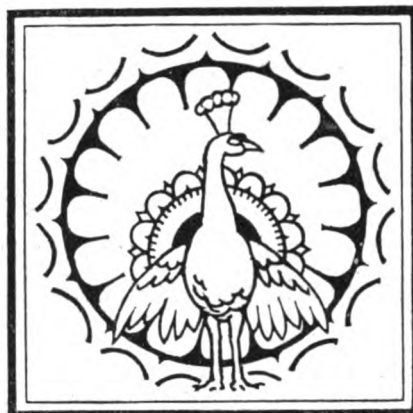
THE New Monthly Supplement of the ADVERTISER'S WEEKLY, a "Fashion Journal of Advertising Production," which we announced on May 28, will appear for the first time with our issue of June 25.

The aim of the Supplement will be to portray the latest trend of publicity presentation in all advertising centres the world over. It will be a monthly review of the advanced work of those men whose vision and enterprise have a definite influence on the ever-changing methods of advertisement presentation. Its function will be to stimulate and help directors and producers of every phase of modern publicity in the creation of more effective advertising. The whole field of advertising presentation and graphic publicity will be covered: printing, pictures, reproduction; posters, signs, cards, containers, window-dressing, novelties.

THIS Supplement was tentatively named "ADVERTISING DISPLAY" as being the title best describing its scope and contents. But some of us thought that a better title might perhaps be evolved, so in our announcement of May 28 we offered a prize of ten guineas for a better title if one could be suggested.

No fewer than 1,753 alternative suggestions were sent in. They were all carefully examined by a board of judges composed of the directors of Business Publications, Ltd., and the Business Manager and Editor of the ADVERTISER'S WEEKLY. The unanimous decision of the judges was that nothing more suitable, more completely descriptive of the aims of the Supplement, had been submitted. This decision was only reached after prolonged consideration of about a dozen alternatives which had been selected for final judgment.

THE problem posed was, admittedly, a difficult one. We who are concerned with the production of the new Supplement have given months of consideration to this problem of a title, in addition to all the other matters that arise in connection with the launching of a new venture, and naturally we had looked at this problem from



every angle. We are still far from claiming that "ADVERTISING DISPLAY" is the only possible title for it. But we have found that among 1,753 other suggestions there is none that fits it so adequately.

"ADVERTISING DISPLAY" will therefore be the title of the new Supplement, which we shall present with our issue of June 25 and monthly thereafter. There will be no extra charge for the Supplement, which will be a publication of 36 pages minimum in *de luxe* form, printed on fine paper in two colours, with a special cover of distinctive and striking character each month.

THE first issue will contain an article on the Use of White Space, by Mr. Francis Meynell; another, by Mr. R. P. Gossop, on Vital Form in Poster Design, with a consideration of the art of Horace Taylor; a study of Modernism in French Scent Containers; a critical estimate of latter-day Folder Design; an article entitled "The Elephant in Crepe de Chine," by Mr. A. S. Wildman, which will arouse piquant interest; the first of a series of articles on Getting the Full Value from Line and Half-tone Blocks, by F. W. Isern Smith; A Review of Striking Window Displays; and Mr. John G. Gray's regular Review of the Hoardings which has been so striking a feature of the Poster Supplement in the ADVERTISER'S WEEKLY of recent months.

ADVERTISING DISPLAY" will be advanced in that it will give publicity to the ideas and the practice of those who are producing new trends in advertising. This publicity does not involve

endorsement: no new idea ever met with universal approval and we shall publish much advanced material whether we approve of it or not. There is often as much to be learned in what not to do as in what to do.

What the great fashion papers are to dressmaking and millinery "ADVERTISING DISPLAY" will be to publicity—an indication and a warning.

The editorial connections of the "ADVERTISER'S WEEKLY" throughout the world enable us to keep in the closest touch with trends and developments in every country, and "ADVERTISING DISPLAY" will be a truly International Review of publicity methods, while concentrating its attention mainly, of course, on the British aspects of advertising.

ADVERTISING DISPLAY," like its mother-journal, will be directed first of all towards extending an advertising service to advertisers and advertising men. But, in addition, printers, engravers, paper makers, camera men, artists, poster contractors, outdoor publicity experts, container manufacturers—all these as well will find "ADVERTISING DISPLAY" an indispensable publication for the wealth of new ideas that it will present.

And that not only in its editorial pages. The many advertisers who are supporting the new development of our service to the advertising profession are co-operating whole-heartedly in our endeavour to present all that is best in modern display. Their announcements will be fully in keeping with the latest trends, and for almost the first time in British journalism the lay-out of editorial and advertising pages will be under the general advisory supervision of one man. This, in itself, is a sufficiently novel development to attract widespread attention.

But it is only one of the many interesting features of "ADVERTISING DISPLAY." We are convinced that this new Fashion Journal of Advertising Production will be one of the greatest services which we have been privileged to render to the great profession of which we are the organ.

Developing the Photograph in a Fresh Sense

Commercial Camera Work—Qualities of the Successful Photographic Advertisement—The Print and the Mount

From a Correspondent

THE professional photographer had a busy life but an easy mind in the latter years of the war, and after. Till the war profits were all "blued" and the "munitioneer" and her high wage had disappeared—reverting to sticky-backs—his hardest task was to invent excuses for the photographs not being ready. The return to duller times, however, came quickly to the mere portrait maker. It is true that "your photograph is the only gift that your friends cannot buy," but photographs after all are a luxury, and among the luxuries and the artificialities that so many have had to cut out to enable the family budget to balance the photographer's bill was an early and obvious economy.

Studio-Workshop

The photographer had to widen his basis and go after the work that had ceased to come to him. To many a sensitive man, or woman, that was not easy.

In the profession are many with the highly developed artistic temperament so necessary to the production of good work, and exploring into new processes, who were loth—and the more artistic the more loth—to recognise that after all if they were to live their "profession" must become their "business," and their "studio" become a "workshop."

In the search for other avenues of income, however, the camera men on the whole have been active. In every district there are specialists in recognised branches of portrait making—babies, children, theatricals, groups, notables; and there are the artists of the out-of-doors field working on animals, or flowers, or architecture, or landscape.

The growth of the picture paper has developed a new field for the mobile operator, but perhaps the widest horizon that is opening up to the more enterprising explorer is in the realm of commercial photography. More and more the merchant or manufacturer and the photographer are working hand in hand, with the printer as an important factor. The result is the appearance of the actual photograph in selling and advertising of every kind—in estimate, price list, brochure or showcard. The quantities will be multiplied immensely when colour photography shall have come fully into its own, for while the photographer who is an artist can enthuse, and rightly, over his ability to use light and shade in suggesting colour

effects, there are always many of the public, and not a few of them are big buyers, who can only appreciate crude colours.

These are days of a demand for actualities by the people, and the live merchant responds with the

in photography scores in being able to bring out rapidly—with both grace and truth—the details of the machine in motion—of the true sparkle in well-cut crystal, and of the hang of the gown on the actual wearer.

Some guidance from the drawing



Three embossed showcards, decorated with real photographs, recently produced by the Macphail Ad-Service

"true to life," whether it be of the liner on her trial trip, the motor-car or the installation of machinery, or the dainty shoes or underwear displayed at their best for the critical lady buyer.

The camera, badly used, can be uncouth and give results as grotesque and "untrue" as ever came from the attenuating pencil of the fashion artist in the days of wasp waists; and it is here that the craftsman

office staff may be as necessary in pointing to essentials as is the assistance of the trained—or born—mannequin, but the finished result shows that to the photographer who can do that work the field is unlimited; for a good photograph of good goods is the best substitute for the goods themselves—and products of every kind are calling out to be advertised in this way.

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Putting the Easy Chair on its Feet

How the Furniture Trade Could be Advertised—Plans for a Big Combined Effort—Developing a Pride in the Home

THE British furniture trade is rapidly coming to the conclusion that the public needs reminding of Pain's famous lyric, "Home Sweet Home." Contrary to the belief that "there's no place like home," it is claimed that the present generation is losing all interest in the furnishing of the home, and is turning its attention solely to the selection of the most luxurious car that can be afforded.

Whether that is true or not, the fact remains that there is a decided falling-off in the demand for good furniture, and it is the opinion of a large section of the industry that the time has come for a big co-operative advertising campaign to sell more and better furniture and furnishings. Whatever may have been the æsthetic faults of the Victorian era, it had at all events a wonderful and lasting pride in the home, and it is that wholesome pride which it is desired to revive to-day.

Now that the big post-war boom in furniture—caused by the return to civilisation of so many families—is over, a slump has set in and the enterprising methods employed in the selling of cars is blamed to a large extent for this state of affairs. There is now a possibility of a counter move on the part of the furniture manufacturers and distributors.

Needs Stimulating

Mr. A. Warne Browne, general secretary of the National Federation of the Furniture Trades, speaking to a WEEKLY representative this week, said that some of the big furniture-making centres, such as High Wycombe, are working on short time, and that the trade as a whole needs stimulating.

"A big corporate campaign for furniture and furnishings would undoubtedly be the means of bringing a large measure of prosperity to the furniture trade of Great Britain," he said. "I think, however, that such a campaign would need to take a very definite form.

"One of our great troubles to-day is that furniture is being imported from the Continent in increasing quantities. Clever copies of British designs are brought over here and offered at prices which are sometimes 33½ per cent. lower than the prices at which we can offer almost identical articles on account of the higher rate of wages paid over here. On the surface, at any rate, the foreign and English designs seem absolutely the same in every particular, and it is not in the least surprising that the public are in many instances favouring foreign goods.

"Something must be done to edu-

Lord Waring,

Chairman of Waring & Gillow, Ltd., in a message to the WEEKLY, says:—

"I think the idea you suggest would be a good one, but I doubt whether you would get the unanimity of support in Great Britain that such a scheme demands."

cate the public to the fact that British furniture is by far the best. In the foreign models there is always something that offends the eye in a short time, and British-made furniture is better in construction and, therefore, lasts considerably longer. By far the best investment, apart from the fact that it means the employment of British workpeople, lies in British furniture."

Mr. Warne Browne, reminded of the probable introduction of the Merchandise Marks Act, said that that might do a little to help the public to recognise the British article from the foreign.

"It will, however, be of little avail," he said, "if Continental manufacturers are allowed to mark their goods with the country of origin in some such inaccessible place as the back of the inside of a drawer. The greatest

need is to educate the public to the fact that, even though they may have to pay a little more for British-made furniture, it will be profitable in the long run, since they will secure for that additional sovereign or two furniture which will, in the terms of one of our largest manufacturers and distributors, become 'the antiques of the future.'"

It may be recalled that when a similar decline in the demand for furniture was foreseen in the United States a scheme was prepared, and put into operation, for a "Better Homes Movement." The President wrote supporting the campaign and appealing to the American public to introduce harmony into their homes in order to ensure harmony in the life of the whole nation.

A Better Homes Bureau was formed which answered any questions with regard to the furnishing of particular rooms, prepared furnishing schemes and so on, while an intensive Press campaign was inaugurated. Display and editorial advertisements in the big daily and weekly papers explained that furniture was not costly, but was merely a splendid investment; heart-to-heart talks concerning the home were the chief form of copy used, and it is stated that the campaign has been the means of putting the furniture trade of America on a sound and prosperous footing.

It is up to the furniture trade of Great Britain to take Lord Waring's advice which is quoted above.

What is clearly needed is for the trade to pull together just as so many great industries are doing at the present time. A big combined effort would add enormously to the effectiveness of the individual advertising of the hundreds of furniture retailers throughout the Kingdom.

Personal Letters that Become Form Letters

(From a Correspondent)

AMONG the amenities of the modern office is the ubiquitous rubber-stamp. It has now become a debatable question whether or not the rubber-stamp is used far too often—whether in fact the personal factor is pushed too far in the background. It is the belief of the writer that rubber-stamps rub out interest. One of the most widespread convictions is the respect for a personal handwritten signature.

The busy organiser, deputing as many tasks as possible to subordinates, may think it insignificant to criticise so small a thing as the use of a rubber-stamp instead of his written name. Some firms, both small and large, will go out of their way in order to dismiss the personal name and signature from all their correspondence, and invite their correspondents to deal only with the formal mechanism of business.

When we telephone another office, we seldom feel pleased to be held up by an

office boy, compelled to deliver most of our message into his unsympathetic ear, and then be in the necessity of repeating it to our final objective. Many more people object to this feeling in a letter. They like to feel that they are dealing with someone to whom they can talk or write as one man to another. Why not allow the human factor full play throughout, and why pretend that the office which ejects rubber-stamped letters is doing it quite automatically? Does not this practice reduce the genuinely personal letter down to the level of a form letter?

Note the vast care expended in making a form-letter signature closely imitative of real blotted ink, deliberately to reverse the value of the personal letter by the careless use of the almighty rubber-stamp? And, for what purpose? Merely for the saving of a few minutes' work on the part of some executive, who does not think his work demands that he should sign his letters.

The Beauty of Advertising

By H. C. Ferraby

IT is not always apparent. So much may be conceded at the outset.

But the Beauty of Advertising exists to-day, and more and more the influence of beauty is showing in advertising—beauty in all its aspects, beauty of thought, beauty of design, beauty of technique, beauty of conception.

RICE PUDDING



Rice Pudding! We have all been made to eat it—yes, if you sit there all afternoon. Thousands of children, we have been told so often, would be glad of it.

Have you ever had rice pudding made with Nestlé's Milk? Looks like a pudding made with cream! Tastes like a pudding made with cream! Doesn't look like a swimming bath with the rice swimming around. Very rich! Very nutritious! And the "skin"—the colour of autumn. Make a rice pudding with Nestlé's Milk next time. It will be a pudding and not a punishment.

* LET'S PRETEND! *

ALL CHILDREN NEED milk but some don't like it. But milk can be turned into a real treat by spreading NESTLÉ'S MILK on bread and calling it "White Jam." No child can resist it.

The beauty of sentiment exquisitely portrayed with the beauty of simplicity

For beauty is an attribute of many things. There is beauty of the tangible, as with texture, and there is beauty of the intangible, as with an idea. And the interesting point about the beauty of advertising is that beauty is touching it in every facet.

Generally speaking, men and women have a standard of beauty, even if it cannot be shown on a graph or tabulated in a correlation study. There are no coefficients or retrogressive equations in it. There is no formula.

But there is beauty. The beauty of a Brangwyn differs from the beauty of a Wilson Steer picture; the beauty of a Conrad differs from the beauty of a Barrie novel. But they all have beauty.

In aiming at beauty, therefore, advertising is not limiting itself. On the contrary, it is expanding, since it is basing its appeal not only on one of the fundamental needs of the human emotions, but on one of the finest—the craving for beauty.

We have not in this country so complete a review of the year's advertising as is contained in the "Annual of Advertising Art," published by the Art Directors' Club of New York (for whom the agents over here are Messrs. W. H. Smith and Son).

The section devoted to illustrations of successful advertisements in Messrs. T. B. Brown's "Advertisers' A.B.C." contains some 75 examples. The "Annual of Advertising Art" has more than 500 illustrations, and it is therefore possible, from a study of it, to realise to what extent Beauty has spread through transatlantic advertising.

If we take only one section, the pages devoted to the reproduction of complete advertisements, for study, there is abundant demonstration of the spread of beauty of design. Ignoring for the moment all idea of selling value and considering these advertisements as decorative designs meant to attract the favourable attention of human beings, we must surely come to the conclusion that advertising art and advertising symbolism are rapidly denying La Fontaine's cynicism, "Every maker of newspapers owes tribute to the Evil One." The appeal to the emotions is there, but it is the appeal to the higher, and not to the lower. I would instance No. 69, No. 98, No. 194,

and No. 32 as examples that fully bear out my contention. And since it is not feasible to reproduce them from the reduced size in which they appear in the "Annual" I have selected three recent British examples as illustrations to this article.

They show beauty of idea, beauty of line and beauty of construction, and will correct any idea that in this



My Pretty Flowers!

THE PAVEMENT may be hard and grey; the March wind may be drab and round the corner and the lamps may still be lighted for an early dusk. AND YET a splash of yellow or blue in a basket—in the street—establishes Spring even in the town. Colour is a great tonic to the mind, and the Sundour fabrics have harnessed from flowers the power to feed the eye and warm the heart and cheer the spirit.

SOME SUNDOUR FABRICS are grand and gorgeous, some just delicate and gay. Some are for curtains; some will flutter at little windows above which the swallows will soon build. AND NOT ONE of these lovely Sundour fabrics will have any fear of the sun as we are expecting soon. A Sundour curtain welcomes the sun, spreads all its glory before it, flares it out. For, unlike flowers Sundour fabrics never fade.

SUNDOUR FABRICS include: Caneen, Chas, Caneen, Taperon, Chas, Rags, Mates, Mates, Darnak and Washable Rags. ALL UNFADABLE. From a dainty to a heavy pattern the part of the fabric and the design are perfect.

Sundour
UNFADABLE FABRICS

HORTON SUNDOUR FABRICS LIMITED, CARLISLE

The beauty of colour cunningly suggested in black and white



Life's Little Pleasures

WHEN they produced the first Cream Cracker, Jacob's added to the little pleasures of life. The way the world has received this biscuit proves that the world needed it.

The Cream Cracker has improved cheese and there are lots of people who think it goes better than toast with marmalade. How flaky and flavoursome Jacob's Cream Crackers are—how very light and yet satisfying—how dimpled with deep dimples and dappled with a nut-like brown, as though the oven had give each one a last little caress before letting it go.

JACOB'S
CREAM CRACKERS

The beauty of design adroitly linked with the beauty of flavour

panegyric of American output I am actuated by desire to belittle British work.

The sections of the "Annual of Advertising Art" deal with paintings and drawings in colour; posters and show cards; black and white illustrations; pen and ink work; decorative designs; photographs; and the complete advertisements—with a final section devoted to typography for advertisers in the "Annual." This last section has for many an interest even greater than that of the illustrations, and it is a section that well repays careful study, particularly by those advertisers in this country to whom the idea that typography is an art rather than a trade is as yet unfamiliar.

The photography section, also, has many lessons to teach us. There has been, in recent months, a marked trend towards the use of photographs in British advertising, and much good work has been done. But it is obvious that we have, as yet, barely touched the fringe of the possibilities of this method of illustrating and decorating the advertisement. Beauty and the camera are by no means antagonistic, though there are still those in whom

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Off to Philadelphia!

Who's who in the British Delegation—Send-off Luncheon—Final Arrangements Made

TWENTY-THREE of the thirty-seven British delegates to the Philadelphia Convention sail from Southampton on Saturday in the *Berengaria*, leaving Waterloo at 9.50 a.m. Of the others, nine are already in the United States and five are on their way.

A send-off luncheon was arranged in honour of the British delegates at the Hotel Cecil on Thursday, with Mr. C. Harold Vernon in the chair. At this luncheon, Sir Charles Higham agreed formally to hand over to Lt.-Col. E. F. Lawson, for presentation to the Poor Richard Club of Philadelphia, the painting by Allan Stewart of William Penn receiving the charter of Pennsylvania from Charles II.

During the voyage, Mr. G. Russell Chapman, who is director of the Middlesex Hospital Reconstruction Fund, will act as business manager and will look after any details for the comfort of the delegation that need attention.

Arrived at New York, the delegates will stay at the Hotel Commodore.

When the delegates land at New York they will receive the courtesies of the port. The Hon. James J. Walker, Mayor of the City of New York, will receive them at the City Hall on the morning of Saturday, June 19, and this function will be followed by a luncheon at the New York Advertising Club.

The entertainments include automobile sight-seeing, with dinner at the Ritz-Carlton, a theatre party to see "The Vagabond King," and an after-theatre supper at the Century Roof Garden.

Delegates will leave for Philadelphia at 10 a.m. on Sunday by special train, in company with the delegates of the Advertising Club of New York.

Cordial greetings have been received by the British delegates from the officials and members of the A.A.C. of W., the Advertising Club of New York, and Mr. James Wright Brown, chairman of the Overseas Committee.

At Philadelphia the British delegates will be staying at the Belle Vue and the Stratford hotels, and they have had an

invitation to spend the week-end following the end of the Convention at the Westchester Country Club.

DELEGATES' WHO'S WHO

LT.-COL. E. F. LAWSON, D.S.O., the President of the Advertising Association (District 14 A.A.C. of W.) and assistant managing proprietor of the *Daily Telegraph*. He is 35 years old, and was educated at Eton and Oxford. After he came down he spent some time abroad in the offices of the *Daily Telegraph* in Paris and New York, where he made many friends.

Mr. Edward N. Illingworth is the London Manager of the *Belfast Telegraph*.

Mr. William M. Teasdale, advertising manager of the London and North Eastern Railway, which line he joined as a traffic apprentice in 1907. During the war he was traffic manager of the Royal Arsenal Railways at Woolwich.

Mr. Ivor Nicholson is a director and business manager of the National Magazine Co., Ltd., the publishers in Britain of *Nash's Magazine*.

Mr. Eric Field, who is a director of Erwoods, Ltd., was born in Australia, but was educated at Dulwich College, London, and has spent his business life in London. A past President of the Thirty Club and a member of the Council of the Association of British Advertising Agents.

Mr. James Howard Perkin is advertising manager of Goodall, Backhouse and Co., Ltd., the famous sauce manufacturers.

Mr. George Edward Bowman is a son of the proprietor of Goodall, Backhouse and Co.

Mr. Harold Herd is proprietor of the correspondence school, the Regent Institute, and author of several books on advertising and salesmanship.

Mr. Herbert Osborne is managing director of Granose Foods, Ltd.

Sir William Henry Veno, original proprietor of Veno's Lightning Cough Cure, and now advertising adviser to the Veno Drug Co., Ltd., was chairman of

the organising committee of the 1926 British Advertising Convention. Mr. W. H. Veno will accompany his father.

Col. E. Watts Allen is general manager of the Civil Service Supply Association, London.

Mr. Victor Salter, Hon. Secretary of the Advertising Club of Ulster and advertising representative of the *Belfast Telegraph*.

Mr. Herman Baeckert is a branch manager of Mabie Todd and Co., Ltd.

Mr. Thomas Philpot is advertising manager of the same firm.

Mr. William Conor, Irish artist and poster designer.

Mr. W. H. Webb is a director of the Old Bleach Linen Co.

Mr. Arthur Berry Richardson is manager of the Vaseline preparations of the Chesebrough Manufacturing Co.

Mr. W. H. Lynas, of Alfred Graham and Co., electrical engineers.

Mr. Albert C. Douglass is governing director of Douglass and Co., Ltd., Advertising agents of Liverpool.

Mr. Ernest Hope Prince is editor of the *Liverpool Echo*.

Mr. Sinclair Wood, Director of Advertising and Publicity, Ltd., is one of the pioneers of market research in Britain.

Mr. George Russell Chapman is director of the Middlesex Hospital Reconstruction Fund.

Mr. Herbert Burland is display manager in Britain for Armour and Co., Ltd.

Mr. Charles William Hansford is advertising manager of Boness, Ltd., departmental stores.

Mr. R. A. Cowtan is chairman of the Picture Theatre Company.

Mr. Frank E. Webber is London manager of the *Western Mail*.

Mr. Cecil G. Bernstein is assistant to publicity director of Empire Kinemas, Ltd.

Mr. Mark Goulden, the editor of the *Eastern Morning News*.

Mr. Wallace Attwood is a sales consultant.

Mr. Alfred T. Brown is a director of the County Down Weaving Co., Ltd., and a member of the Advertising Club of Ulster.

Mr. Robert W. Shorter is the display manager of Austin Reed, Ltd., the men's wear specialists.

Mr. A. G. Deane is a director of the same firm, and he will be accompanied by Mrs. Deane.

IS *your* advertising *negative*? Have you read it recently? It costs you thousands of pounds. Be certain. The public must be told by *positive* statements if your advertising is to be responsive. Have a series of clean cut, vivid, order compelling advertisements

'Let Higham do your Advertising.'

IMPERIAL HOUSE—KINGSWAY—LONDON—W.C.2.

PUBLISHERS' ADVERTISING —

THE wide and [discriminating public that buys good books reads *about* books in "The Times." Frequently "The Times" Literary Pages are to be seen displayed in the leading London Bookshops as an attraction to customers.

Hence the large and growing volume of publishers' advertising that appears week by week in "The Times"— in itself a proof of the power of the paper in selling high class goods.

If you want to reach the great book-loving public, put your announcement in

The Times

ADVERTISEMENT MANAGER,
PRINTING HOUSE SQUARE,
LONDON, E.C.4.



Sound Foundations for a Mail Order Business

Some Causes of Failure which can be Avoided—Research, Budgeting and Routine—The Use of C.O.D.

By Gordon A. Jahans

MANY firms are still hanging back from taking advantage of the new English C.O.D. service. One of the arguments advanced is, of course, that the competition in the mail order business is too great; and then, to give point to their argument, they ask you to consider the huge advertising appropriations of the great London houses.

But no man who has sound wares to sell need be afraid of competition. The failures in the mail order business are not due to competitive advertising: their causes are nearer home.

There are two very frequent causes of failure—(1) the lack of research and proper budgeting, and (2) the inability to organise a smoothly running and economical routine.

Market Investigation

In the first place research will show that it is not necessary to place all one's eggs in one basket. The home market is not the only one. The following list of markets which could have been tapped for C.O.D. orders long before our own system started will give some idea of the possibilities of mail order business conducted on the right lines:

Algeria and Corsica	France.
Aden.	Falkland Islands
Bahamas (Nassau only).	(Port Stanley).
Barbados.	Gambia.
Bermuda.	Gibraltar.
Belgium.	Grenada.
British Guiana.	Holland.
British Honduras.	Hong Kong.
Burma.	Iceland.
Cyprus.	India.
Ceylon.	Jamaica.
Cook Islands.	Kenya.
Denmark.	Leeward Islands.
Egypt (and Sudan).	(Antigua, Dominica,
Fiji Islands.	Montserrat, Nevis,
Malta.	St. Kitts, Tortola).
Mauritius.	Sarawak.
Malay Islands.	Seychelles.
Morocco (Tangier only).	Switzerland.
New Zealand.	Sweden.
North Borneo.	St. Lucia.
Norway.	St. Vincent (West Indies).
Nyassaland Protectorate.	Somaliland (British).
Rhodesia (Southern).	Straits Settlements.
Rhodesia (Northern)	Trinidad and Tobago
(Broken Hill, Kafue Zanzibar.	Uganda.
Ndola, Livingstone,	
Lusakas, Fort Jameson, Mazabuka).	

Then there are such places as British West Africa (with the exception of Gambia colony) where the postal C.O.D. service no longer exists, but for which orders may be executed C.O.D. through the principal banks at their various branches.

Again, research will tell what the

requirements of the various markets are and how they may be reached. The teeming millions of India are barely touched as yet. India is an enormous market for small and cheap goods. But in order to reach her millions they must be addressed in their own languages.

English is read by the wealthier and better educated classes; but besides the few thousand whites who read English the English reading population is not large, and is chiefly confined to the large towns where shops are plentiful. Hindustani is a kind of Esperanto in India, but it has two alphabets, the Persian (Urdu) character chiefly used by Mohammedans, and the Sanskrit (Hindi) character used by Hindus. Starting with these two languages one could build a large and growing business with India. For certain classes of goods the possibilities in India are enormous.

Again, South Africa, Australia, New Zealand and the rich markets of South America (Spanish) have their winter after ours. Advertising in these countries in the proper seasons would keep up a constant demand for winter goods when, in the usual course of events, the northern markets would be practically dead for this class of goods. But changes of fashions and tastes in these countries are as frequent and as violent as in this country, and a constant watch must be kept on the statistical side of the business sales returns, and other statistical data must be constantly and carefully examined.

Budgeting

The next cause of failure which may be bracketed with ignorance is optimism which is not founded on matters of fact. Too high hopes have an unfortunate disposition to tumble ignominiously in the dust before stern realities. Without a doubt it is possible to build up an enormous business on mail orders alone, but the fact must never be forgotten that the business must be built slowly brick by brick, and not like Aladdin's palaces. Hence, in order to base our forecasts upon as sure a basis as possible, very careful budgeting is necessary.

It is not possible to go into all the figures that it would be necessary to consider in such a budget, but a fair idea of what a budget will show and how it will give everyone food for thought and help to restrain the impetuous may be seen from the following considerations.

Let us recognise at once the limitations of turnover in a mail order

business which is done chiefly with overseas customers. We cannot, at any rate as yet, beat the fastest ships which carry our mails and merchandise to our customers. Hence, for safety, we must predict that the time consumed on the average between despatching goods and receiving the cash for them will be six weeks. That is, we are limited to a turnover of our working capital of a fraction over eight times a year.

This may sound quite good, because many firms would be very pleased if they could turn over their capital four times in the year. But it must not be forgotten that if business is carried on in a retail shop, for example, the possibilities of turning capital over are infinite, and yet the average turnover of retail trading from a shop remains round about four. Hence, if stocks are not very carefully watched in a mail order business where there is a very definite limit to the turnover, we may find that we are not turning over our working capital often enough to cover our expenses.

Basic Assumptions

There are, however, very great advantages in this method of business. We sell from pictures and descriptions, and, therefore, need keep only very meagre stocks, the size of the stock being limited only by the standard of efficiency which we set ourselves. From the fact, then, that we can in mail order work achieve very close statistical control over the magnitude of stocks, we may assume (1) *That our working capital does in fact turn over eight times per annum, and deduct a percentage, say 10 per cent., for any errors in buying.* This margin of error must always be the datum line of the buyer above which on no account must he go.

The further assumptions which we must make before we can produce our budget will now be set out—(2) *Let the average gross profits on all goods traded in be 25 per cent. (reckoned on the selling price).* (3) *Let there be £5,000 at the disposal of the business, and (4) Let the rate of interest payable on this capital be 10 per cent., that is, we shall have to make provision to pay £500 per annum for the loan of capital.* (5) *Let the estimated working and administrative charges for the first year, excluding the catalogue, be £1,000.*

We have now to make the catalogue, estimate the number required, and equip the business to start. Obviously the sooner orders arrive and profits begin, the less likely is this overhead charge to be a burden to the business.

(6) *Let the average value of the parcels received during the year be £3 each.* (7) *Let the average response to catalogues be 5 per cent.*

Perhaps it may be as well to point out that the assumptions made here have been founded on experience. One or two which seemed to need explanation have already been ex-

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People who think
People who matter
People who *Buy*—

Such are the readers of

The Morning Post

The National Newspaper

Now

ONE PENNY

ADD your name to the wonderful list of great National Advertisers who are finding that the growing prestige and influence and the greatly increased sale of the *Morning Post* since the reduction in its price to one penny make it

The Quality Medium that *Pays*.

Include the “Morning Post”

MORNING POST BUILDING,
346, STRAND,
LONDON, W.C.2.

Telephone : City 1500

PERCY WATSON,
Advertisement Manager.

panded upon; others will be explained in the sequel.

Obviously, we must work the business at a loss during the earlier stages. Suppose a loose leaf catalogue is adopted so that it may be built up to larger dimensions later on, and in order that as little wastage on printing as possible may be incurred by allowing of the ordering of large quantities of covers, instructions for making purchases, etc. If a loose leaf catalogue is employed, a reasonable one can be prepared for despatch in, say, six weeks.

Now, £75 gross profit is produced by the sale of £300 of goods when sold at an average profit of 25 per cent. (assumption two), then by assumption six, we shall have to despatch on the average 100 parcels a week, and these, by assumption seven, will be produced by the distribution of 2,000 catalogues weekly, after the sixth week, this distribution to be carried on, it may be pointed out, till six weeks before the end of the year, when the following year's catalogue begins to be issued. That is, we must calculate on the distribution of 2,000 by $40 = 80,000$ catalogues during the first year.

From this reasoning it is evident that if we despatch 2,000 catalogues during the second six weeks, and every week following, we shall receive our first orders during the 12th week, and make our first profits during the eighteenth week. Again, obviously, we cannot say that our first week's trade will amount to £300; we have only assumed that the average weekly trade in the first year will amount to this.

Seeing that 18 weeks must elapse before we can make any profit at all, our total gross profit can only amount to £75 by $34 = £2,550$ for the first year. Our budget, then, for the first year is as follows:—

	£
Working expenses	1,000
Catalogue, 80,000 at 4½d. each average	1,500
Gross profit, £75 by 34 = 2,550	

The following two years, if there is no increase in trade, the budget is as follows:—

	£
Working expenses and catalogue	2,500
Gross profit	3,900
Net profit	900

It will be seen that it is only by taking the average for the first two or three years that we can arrive at a just estimate of the capabilities of a

business. In the second year we should start our catalogue distribution with an almost certain response of about 3,000 or 4,000 customers who ordered during the previous year. Hence, whatever the response to the first year's circularising, we should very nearly double it during the following year merely by using the same methods.

There will, of course, be failure of response from a certain proportion of the first customers (these should be removed from our list after the third year), but these losses should be more than counterbalanced by various improvements suggested by experience.

It should be remembered that during the first year we placed £2,000 aside as reserve; of this £1,485 will be travelling on the seven seas in the shape of goods. If the remainder of the money (say £500) is applied gradually to small space advertising—in the beginning at home and then further afield as the catalogue goes out—it will greatly improve its chances of catching customers.

One more point must be noticed. In this budget no growth is shown. Growth is almost inevitable, as was seen from the fact that we start the second year with the goodwill of the previous year's trade.

But even assuming no growth, the profits

For the 1st year would be £50;
for the 2nd year would be £900;
for the 3rd year would be £900,
giving a total for three years of £1,850.

This, of course, pays the £500 per annum which we assumed would be the interest due to capital, and after the third year places £350, and thereafter £400 at the disposal of the proprietors every year.

The Response to Circularisation

Some may be inclined to think that the estimate of a five per cent. response to circularisation is too high. The whole question of response depends upon appeal: it depends upon the judgment which is able to find the just balance between the "spread" of the net and the fineness of the mesh. That is to say, every postal shot must be very carefully criticised and tested before being decided upon.

There are two opinions on this question, and one must strike the happy medium between them. There are those who say that "spread" is the chief factor in a postal shot. Their argument may be summarised thus:

1. Expect only a small return to any circular and you will not be disappointed.
2. A large number of circulars or catalogues may be purchased more economically.
3. A cheaper catalogue need not lose in quality, but it can be smaller, and the postage may thus be kept at the minimum for the number of prospects circularised.
4. If the response to circularisation generally is two per cent., the wastage on a cheap catalogue per customer obtained is smaller.

There is much truth in these arguments, but they are based on the assumption (a) that the catalogue itself makes no appreciable difference to the response, and (b) that every mailing list responds in about the same proportions.

There seems to be, however, no valid reason why, by taking thought, the factors of "spread" and "mesh" cannot be varied in favour of a higher response. Hence the collection and recording of suitable names for circularising becomes one of the most vital activities of internal economy of a mail order business. The chief selling medium should be the catalogue.

Directories may prove very wasteful of good catalogues unless the manager has a good knowledge of the people he is endeavouring to reach. There is little to be said about the purchase of mailing lists offered by various organisations, except that they are expensive and may prove as wasteful as directories. The handling of these lists depends to a very large extent upon the knowledge of the manager. Notices of births and marriages in colonial and provincial papers and lists of prizewinners in competitions should be carefully collected.

From these few bare remarks it will of course be obvious that every possible avenue should be carefully searched for lists of prospects, but no list should be used without a careful and critical examination of its contents. A note should also be kept of sources from which orders emanate. It will prove of great service for future guidance in the use of lists and directories. This, of course, necessitates the keying of Press advertisements, and even of order forms sent out with the catalogues addressed from lists and directories.

(Continued on page 404)

The SUNDAY CHRONICLE

The Sunday Journal of the well-to-do

Hitting the Mark

IT is all very well—in a poem—to “shoot an arrow into the air,” but in competitive archery the man who aims carefully at his target scores most direct hits.

Just so with Advertising. Each year sees its percentage of time, effort and money hopelessly squandered because of part or whole misunderstanding of the object in view.

Such waste is avoided by MATHER & CROWTHER Advertising that always begins with a thorough study of the field and then proceeds in accordance with a logical plan. This method accounts for the success of our clients' products. It can account for yours.

We invite you to call and examine personally the opportunities offered by this Agency for the furtherance of your own business interests.

MATHER & CROWTHER L^{TD}.

**Head Offices: 10-13, NEW BRIDGE ST.
LONDON, E.C.4.**

Telephone: CITY 6290 (5 lines)

Telegrams: SYNOPSIS, LUD, LONDON.

Printing Works and Foundry:

39-40, BARTHOLOMEW CLOSE, LONDON, E.C.1.

An Intimate Talk Broadcast by THE YORKSHIRE POST.

SELLING MOTOR-CARS

THE Leeds agent for a certain popular motor-car said the other day that his sales of this car are greater than those of any other British agent for the same car.

This sent us to the Yorkshire Book of Statistics which has been published by the Advertisement Service Bureau of *The Yorkshire Post*. According to this agent's statement, Yorkshire must be an extraordinarily rich field for motor-car sales. What are the figures?

And we found by a short process of analysis that in Leeds and Bradford combined nearly 30,000 licences for motor vehicles were taken out last year. Add York, Sheffield and Hull, Huddersfield and Doncaster, and only ten of the smaller towns in between, and you get 125,000 motor vehicles.

It is difficult to arrive at the total number of motor vehicles licensed in Yorkshire, but we can make a fairly dependable estimate. In the cities and towns mentioned above the average is 5 per cent. of the population.

Now the population of Yorkshire is just over four millions. Five per cent. of this is 200,000, and this may be taken approximately as the number of motor vehicles licensed in Yorkshire.

From this it is possible to figure out what ought to be the replacement sales per year, and add the new-comers to motoring. But this is adventuring too far into statistics.

It will suffice merely to add that *The Yorkshire Post* and *The Yorkshire Evening Post* are the newspapers of those who can afford to buy motor-cars, and that this is why these two great North-country journals carry such a large volume of motor-car advertisements.

Albion Street, 171, Fleet Street,
Leeds. London.

Allied Newspapers Make £750,000 Profit

Big Addition to Reserve Fund—Final Ordinary Dividend of 6 per cent.

IT is stated in the second annual report of Allied Newspapers, Ltd., that the circulations and advertising revenue of the company's publications show satisfactory progress.

After making provision for taxation and working and management expenses, the profits amount to £750,486 19s. 9d. It is proposed to place the sum of £176,973 10s. to the general reserve fund, while £96,000 is accounted for by the payment of a final dividend on the ordinary shares of 6 per cent. less tax, making a total for the year of 11 per cent. The balance to be carried forward is £102,352 19s. 7d.

Advantage was taken of favourable conditions in the money market to fund the loan from bankers, which stood in the last balance-sheet at £1,350,000. Debentures bearing interest at 5½ per cent. were issued in October last to the amount of £1,000,000. The balance of £350,000 was supplied out of the company's own cash resources.

The discount given on the debentures and the stamp duties payable, amounting

in all to £56,973 10s., has been added to the item of preliminary and formation expenses, bringing that account to a total of £526,647 15s. 8d.

It is recommended that a similar amount should be taken from the general reserve and applied in writing off the whole of these preliminary and formation expenses. The general reserve will then stand at £120,000.

During the year a subsidiary company, known as Allied Northern Newspapers, Ltd., was formed to acquire important newspaper interests in Newcastle, Glasgow and elsewhere. Debentures were issued by this subsidiary company to the total of £2,300,000, and are guaranteed by Allied Newspapers, Ltd. The whole of the ordinary share capital of Allied Northern Newspapers, Ltd. (being £1,000,000 in £1 shares) is owned by Allied Newspapers, Ltd.

With each of the prospectuses recently sent out in connection with Allied Newspapers, Ltd., was sent a reproduction in litho. offset of the headquarters of the company at Manchester.

Possibilities of Australia and New Zealand

Growth in Population and Purchasing Power—Pointers from
Two Great Markets

By Frank Goldberg, Governing Director Goldberg
Advertising Agency, Ltd.

NOW that the prosperity of New Zealand and Australia is increasing by leaps and bounds, it is essential that British producers and British advertising men should have an intimate knowledge of the possibilities of these markets, and the way in which they can most successfully be cultivated.

Some idea of the gradually increasing prosperity of Australia can be gathered from the fact that the population has risen from 4½ millions in 1911 to 5½ millions in 1921 and over 6 millions in 1925. In other words, in spite of the loss of 70,000 men during the war, there has been an increase in population of 33½ per cent. in fourteen years.

Again, the private wealth per head of population has risen from £325 in 1915 to £297 in 1921, and £450 in 1925. This points to the fact that not only has the population increased, but that the purchasing power of the people is constantly on the upward grade.

Even more important in the gauging of the Australian market is the growth of overseas trade. The Australian exports rose from 120 millions in 1924 to 162 millions in 1925, and the imports from 140 millions in 1924 to 157 millions in 1925. Thus, in one year the value of exports has increased by 33½ per cent., the total imports by 12½ per cent., and the total overseas trade by over 20 per cent.

The United Kingdom is Australia's best market. More than 40 per cent. of her exports come to England, but since 1923, the percentage of imports from the United Kingdom has dropped by 7 per cent. per annum, and I believe that the fact that America has benefited by the same proportion proves that the latter

country is using sales promotion and publicity methods more suitable to Australia—because the Americans have been studying the conditions closely.

In New Zealand the figures are also exceedingly interesting. The population has increased nearly 40 per cent. since 1911; in 1925, it was 1,381,936. The estimated private wealth per head of population was £574 in 1924, an increase of 194 per cent. since 1913.

New Zealand imports rose from 21½ millions in 1913 to 49½ millions in 1921, and 52½ millions in 1925. Exports have risen from 23 millions in 1913, to 43½ millions in 1921 and 55½ millions in 1925. Thus, the total overseas trade has increased from 44½ millions in 1913 to 108 millions in 1925, a rise of over 250 per cent. in 12 years.

From these figures it is evident that New Zealand's external trade per head of population is higher than that of any other country, with Australia second in the list.

From the above statistics, it is clear that Australia and New Zealand are rapidly growing markets, and the purchasing power is increasing in both countries. They depend on Great Britain and the United States to a great extent for manufactured articles, and there is not the slightest doubt that both are markets which the British manufacturer should cultivate more intensively.

The reason for my visit to Great Britain is to tell British advertising men and British producers all about Australia and New Zealand, to explain the magnitude and increasing possibilities of these markets, and, in short, to show the splendid opportunities these countries present for the right kind of goods.



Winning Campaigns

THE profession and practice of advertising, whether through the public Press, the outdoor Poster or the printed page, is not only a science in itself, but constitutes the Infantry, the Artillery and the Supply Service of a competent sales force.

Like a good General, the skilled advertiser must always be ready with a change of front or a new disposition of his forces to meet every change of attack. The opposing move must be instantly met by counter move, and orders issued which, like those of Wellington at Salamanca, shall take effect with co-ordinated precision.

Such is the service, and such are the resources offered by—

DAVID ALLEN SERVICES

Controller : Lt.-Col. G. S. Hutchison, D.S.O., M.C.

Press

Posters

Printing

1 Wardour Street, W.1.

Ad. News in Brief

Staff Changes—Interesting Dividends Announced—Australian Advertising Man Due—90,000 C.O.D. Parcels

New London Representative

Mr. R. L. Galt has been appointed London representative of Messrs. Geo. Gibbons & Co., Leicester.

Australian Expert Due

Mr. A. Hyland, the advertising expert who is coming over to England to organise the big campaign for Australian products, has left America and is due to arrive in England within the next day or two. He is a very keen publicity man and was formerly carrying out the advertising for the Victorian railways.



Mr. Leonard Turner, of the "New Leader," and Miss Lena Hanslow, who are to be married on June 19 at St. Paul's Church, Camden Square

Change of Address

Messrs. Sidney Reeve, Sons & Co., Ltd., removed this week to larger premises at 7, Fisher Street, Southampton Row, W.C.

The Berkley Press

The paragraph concerning The Berkley Press, Ltd., under "Joint Stock Companies" in our issue of May 21, does not refer to The Berkley Press, Staple Inn Buildings, 335, High Holborn, W.C.

90,000 C.O.D. Parcels

Sir W. Mitchell-Thomson, the Postmaster-General, stated in the House of Commons, on Thursday of last week, that since the inception of inland C.O.D., 90,000 parcels had been handled under that system.

Empire Exhibition

The *Yorkshire Evening Argus* is holding an Empire Food, Wines and Tobacco Exhibition at the Belle Vue Drill Hall, Bradford, from September 29 to October 9. It is being arranged by British Industrial Exhibitions, Ltd.

Bouverie House Party

The staffs of Benn Bros., Ltd., celebrated the opening of their new home at Bouverie House by a motor-coach tour last Saturday. The party journeyed to Oxford, where the chairman, Sir Ernest Benn, joined them at lunch, and afterwards all the colleges were visited.

Strike affects Dividend

The directors of Odhams Press, Ltd., recommend a dividend of 6 per cent. on the ordinary shares. It had been intended to recommend a larger dividend, but in view of the heavy losses caused by the strike, this was considered inadvisable. Profits for the year 1925 show a further substantial increase, the net figure of £118,114 comparing with £102,923 in the preceding year. £50,403 is carried forward.

Death of Mr. Radford

We regret to announce the sudden death of Mr. George Radford, of the Advertising Agency of London, Ltd., on May 12. The business will be continued as formerly.

Returns to Town

Mr. N. Dundas Bryce has left Wolverhampton, where he held the position of publicity manager of the A.J.S. radio department. He has been appointed for the second time advertising manager of the Burndept Wireless, Ltd.

Two New Appointments

Mr. Lamarque, who is well known in Fleet Street, is handling various publications for Messrs. Mallinson & Richards, on the South-East coast. Mr. R. T. C. White has also been appointed to represent them on various papers.

Works Gutted

The works of R. G. C. Panels, Ltd., were destroyed by fire on Wednesday of last week. The fire will not, however, affect the railway advertising department, since the offices and studio were untouched.

Gramophone Prosperity

Two gramophone companies have recently published reports that show a great increase of prosperity in the industry, in spite of the popularity of broadcasting. The Columbia Gramophone Company have made profits of £150,000, while the dividend and bonus were maintained at 40 per cent. and £75,000 was carried forward. The profits of the Gramophone Company, Ltd., have increased from £195,137 to £265,087, and the ordinary dividend was raised from 15 per cent. to 20 per cent.

In Esperanto

The latest prospectus of the Frankfort Fair is printed in Esperanto, in order to emphasise its international appeal.

Rates Wanted

Messrs. Leonard Hill Advertising are inquiring for rates of papers circulating in the Coast towns.

Street Bin Advertising

Marylebone Council have taken no action on a communication from an advertising agency asking whether the Council would let the rights of advertising on their street bins.

L.N.E.R. Change

Mr. W. M. Teasdale is to lose a valuable member of his staff at King's Cross in Mr. Ernest Cock, who has been appointed publicity manager to the United Automobile Services, Ltd. Mr. Cock will establish a new publicity department for the United buses which operate in the Northern Counties, the Midlands and East Anglia.

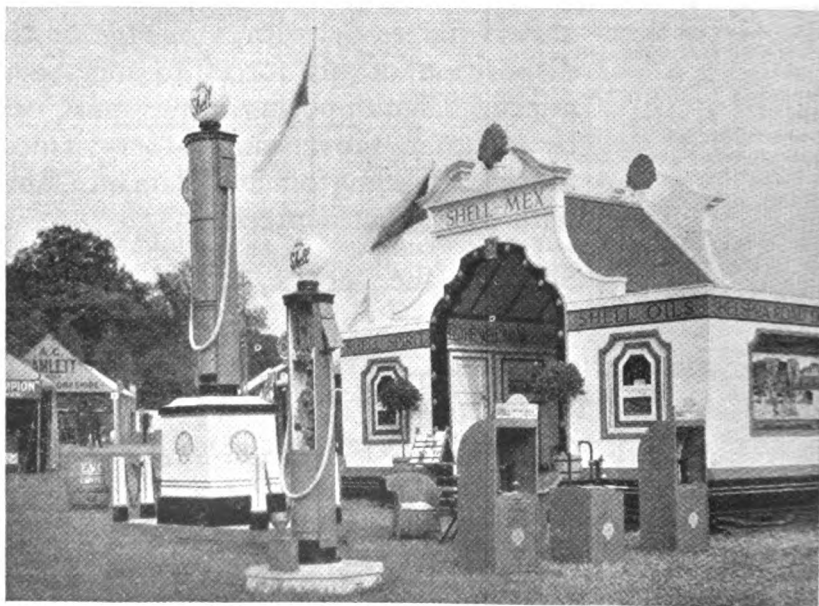
Press v. Agents

The annual cricket match—Advertising Agents v. Press Representatives—has been fixed for June 29 at Kent House, Beckenham. Mr. A. H. Simpson (Mather and Crowther) will captain the Agents, and Mr. C. D. Fastnedge (*Athletic News*) will captain the Press.

New Appointment

Mr. A. B. W. Fletcher is joining the staff of Messrs. Spottiswoode, Dixon and Hunting, Ltd. When, a few years ago, the *Editor and Publisher* of New York reviewed his work as Advertisement Manager of the *Leitchworth Citizen*, it expressed the opinion that Mr. Fletcher had been afforded a variety of experience probably unique in English advertising.

At that time he was called upon to produce for his paper every week copy and lay-out for some 60 to 100 advertisements. A talent for writing thus intensively developed eventually encouraged Mr. Fletcher to establish his own business. Soon he was in receipt of retainers from a number of well-known firms in London and the provinces.



The 1926 Shell-Mex Pavilion, a portable structure, which is touring with the Bath and West Show. The giant pump has a revolving light at the top

TELEPHONE CITY 2003



TELEGRAMS. RADORIUM MANCHESTER

AM/LR

E GRIFFITHS HUGHES LTD

OPERATIVE & MANUFACTURING CHEMISTS ESTABLISHED 1796
68 DEANSGATE ARCADE MANCHESTERDaily News Ltd.,
Bouverie House,
154/160, Fleet Street,
London. E.C.4.

31st May 1926.

Dear Sirs,

"Daily News" Front Page

Do please ask your readers to forgive us if there is a few days' delay in sending out the free samples of Wex, as advertised in our front page in your paper.

Over 10,000 applications from "Daily News" readers were received by the first post this morning, alone; and a large number have come in subsequently.

The response is amazing in these trying times, in the middle of a paralysing coal strike.

Yours faithfully,
E GRIFFITHS HUGHES LTD*afred Masland*

DIRECTOR

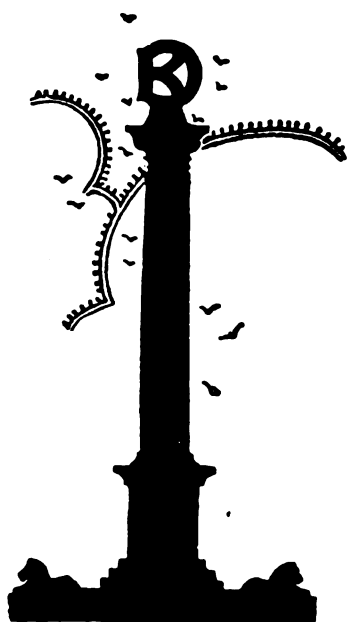
Over 10,000 replies
by one post alone from

THE FRONT PAGE OF

The Daily News

If you have not already booked this outstanding position, please apply at once for particulars of the earliest vacant dates to

BOUVERIE HOUSE, 154-160, FLEET STREET, LONDON, E.C.4.



An Agency old
in experience
but young in
ideas; that has
won the con-
fidence of its
clients for its
constant high
level of service
and its vigilance
in keeping down
their overhead
advertising
expenses

BERTRAM DAY
and Company Limited
COMPLETE ADVERTISING SERVICE
9-10 Charing Cross, S.W.1

'Phone :
Gerrard 8063 (3 lines)

'Grams : " Adbertrada,
Westcent, London."

Publication Notes and News

Record Golf Entry

There was a record entry of 115 for the *Sheffield Telegraph's* golf trophy competition for long-handicap men.

Miners' Paper

On Friday, the *Miner* appeared for the first time. It is published at 1d. by the *New Leader*, and will be issued every Friday during the coal trouble.

Civic Week Page

The *Daily Telegraph*, on Friday, contained a composite page in connection with the Letchworth Civic Week, June 6 to June 12. The editorial reviewed the industries of Letchworth, and the page contained about 330 square inches of advertising.

Good Rate Cards

The new rate card of the *World To-day*, just issued, is an exceedingly neat design prepared and printed by the Bree-Pearson Studio, Leicester. The card, which is in the form of a buff folder in two colours, provides some very interesting figures with regard to the journal.

Rhyme and Reason

There is both rhyme and reason in the humorous advertisements now being distributed by the Navy, Army and Air Force Institutes. The selling points are clearly made in verses written by Prof. Eric Shepherd and delightfully illustrated by Publicity Arts, Ltd., who are producing the complete series.

Appointed as Managers

Messrs. Mallinson and Richards have been appointed as advertisement managers and London representatives of the following group of papers: the *Sheerness Guardian*, the *Queenborough Guardian*, the *Herne Bay, Whitstable and Tankerton Guardian*, the *Cameo* and the *Thanet Review*.

Agricultural Supplement

The *Western Morning News*, on Monday, published an 8-page agricultural supplement. It was in the form of a small newspaper, half the usual size, but inserted in the regular paper flat, in order not to add too much to the bulk.

80-Page Newspaper

The *Christian Science Monitor* on May 14 published a Michigan supplement. In addition to the ordinary paper of 20 pages, the supplement consisted of five sections of 12 pages each, devoted entirely to the attractions of Michigan and strongly supported by advertisements.

East Africa Annual

East Africa recently published its Empire Day Annual. It is a 120-page issue, printed on good art paper and carrying some 58 pages of advertising. The lay-out and general appearance of this number, copiously illustrated with photographs, is admirable. Since this weekly journal is only twenty months old, it is interesting to note the generous advertising support received.

Strike Achievements

The staff of Mr. F. John Roe, the Manchester advertising agent, produced during the strike three issues of *Roe's Review*. The first copy appeared on the Thursday, and No. 2 was on the streets as an Industrial Peace Number at 3.30 after the news had been received in Manchester at 1.20 p.m. No. 3 was published under strike conditions, and the whole three issues were produced by apprentice labour.

Big Textile Number

The *Textile Recorder*, in its first post-strike issue, carried 128 pages, about 70 of which contained advertisements.

Strike Issues

The *Fish Trades Gazette* published full issues on May 15 and 22 under strike conditions.

Emigration Publicity

The current issue of *Emigration* contains many interesting illustrated articles pointing out the advantages of the colonies for settlers. The journal carries advertisements for steamship lines and overseas banks.

High Grade Advertising

The June issue of *English Life* contains 84 pages. It includes articles on polo, hunting, archæology, society, antique furniture and so on, and the 24 pages of advertising in this number are mostly for high-class luxury and sporting products.

"Story of Ty.phoo"

The proprietors of "Ty.phoo" tea have published an exceedingly interesting 100-page book, giving the story of this product. The first edition will run to 20,000, of which 16,000 will be distributed free to direct agents. To those outside this category, the price of the book is 2s. The book contains intimate stories of the firm's progress, and signed articles from the personnel of the management.

The Empire "Outlook"

The special Empire number of the *Outlook* was published on Saturday. In addition to a 28-page paper, there was a loose supplement of 48 pages. It contained exceedingly interesting articles from well-known men on the present and future of the Empire, and the whole issue carried some 30 pages of advertising from publishers and imperial manufacturers. This issue of the *Outlook* is one of the best numbers ever published.

Figuring Out Yorkshire

The *Yorkshire Post* business research department has issued a loose-leaf folder giving facts and figures for the benefit of advertisers who are planning to cover Yorkshire. On each page, figures relating to population, income and other important details are given for the various big centres of the county, and the industries carried on in every important town are given.

"DAILY EXPRESS" STAFF ENTERTAINS LORD BEAVERBROOK

One hundred and fifty members of the staff of the *Daily Express* and *Sunday Express* who "carried on" during the strike entertained Lord Beaverbrook at a dinner at the Trocadero last Saturday. Among the guests were Lady Beaverbrook, Lady Louis Mountbatten, the Hon. Mrs. Richard Norton and Mrs. Doidge.

The chair was taken by Mr. R. D. Blumenfield, Editor of the *Daily Express*, and Mr. A. Beverley Baxter, Managing Editor, acted as conductor when specially written songs were sung by the assembly.

The toast of the guest of the evening was proposed by Capt. Reginald Berkeley and Mr. Baxter. Among the other speakers were Lord Castlerosse, Major Hore Belisha, M.P., Mr. E. J. Robertson, Mr. F. W. Doidge, Mr. Hannen Swaffer, Mr. S. W. H. Long and Mr. Alun Jones.

Great amusement was caused when a special strike edition of the *Daily Express* was "printed" on a mangle.

Newspaper al Advertiser

News puts you in
tact with the ultimate
gh the columns of this
of the artisan classes of
nal contact with millions
Test the possibilities of
ill know why so many
arly use its columns

NEWS

s-and Pulls

*Advertisements are keyed. The
over and over again. About
regular users of its columns.*



**Withy Grove
Manchester
City 6501**

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

General Strike Rebate

SIR,—I am instructed to advise you that after considering the replies received to the Society's representations on the above matter, the Central Executive Committee have placed on record their thanks to the publishers and contractors who have intimated their intention to make allowances for reduced circulations and display, and, further, have arranged for particulars of the rebatements actually made to be filed for reference when answering the inquiries of members.

H. T. HUMPHRIES,
General Secretary,
The Incorporated Society of
British Advertisers, Ltd.

SIR,—Last week, there appeared in the Press a report of the proceedings in the case where a theatrical Press agent claims a percentage of the receipts of certain West End productions on account of a number of paragraphs, etc., which were published about the productions through his instrumentality.

The following illuminating dialogue is reported as having taken place—

The Judge—What is the difference between advertising and publicity?

Counsel—Advertising is the inserting of ordinary matter in the columns of a newspaper, and publicity consists of those attractive paragraphs which appear just before a play is produced. (Laughter.)

Possibly this statement, described as a "definition" in the caption of the report, was intended to be funny. In that case it appears to have succeeded.

But actually it is a very narrow, and decidedly harmful remark, and one that is likely to do no good to the numerous perfectly good "all round" service agencies which use the word "publicity" in their titles. Also, surely a statement which implies that the Publicity Club is an association of Press agents should receive correction, even if it comes from a non-member such as myself?

It would seem that there is a need for a better definition of the meaning of these two words if there is any real danger

DOES the "Weekly" Pay!

To the Advertisement Manager,
The "Advertiser's Weekly."

"On behalf of *Coming Fashions*, we arranged last week for a special inset in an envelope marked 'Personal' (which no doubt many of your readers will recollect) to appear in the ADVERTISER'S WEEKLY.

"I have received so many comments from interested advertisers on this inset, which evidently attracted a considerable amount of attention, that I have very much pleasure in paying a tribute to the pulling power of the ADVERTISER'S WEEKLY by asking you to insert a page advertisement for *Coming Fashions* in your issue dated June 11.

E. CROMBIE STEEDMAN,
Advertisement Manager.

of the public believing statements like this. It is all the more essential because there are some of us in advertising (or publicity?) who are not over-enamoured of Press agents' activities.

K. OMMANNEY SHELFORD.

Photography and Advertising

SIR,—The recent correspondence concerning the use of photographs in connection with cigarette publicity seems to have become rather involved by a misunderstanding as to the issue at stake.

When Mr. Vernon mentioned the name of Mr. Greenly as the originator, he was referring to *newspaper* reproduction. Up to the time of the first Craven "A" advertisement with a half-tone reproduction of a man's head, no advertiser had successfully employed photographs in newspapers.

Mr. G. R. Henderson's claim to have used photographs as far back as 1911 no doubt refers to reproductions in magazines

which had a good surface paper. It seems to me that the advertising world must have been remarkably slow in wakening so late to the possibilities of advertisements introducing photographs if Mr. Henderson's claim has any foundation in fact.

Mr. Greenly as far as I am aware has not entered into this correspondence; but I don't think there is the slightest doubt in the mind of the advertising profession that although half-tone photographs in newspaper advertisements may have appeared before the original Craven "A" advertisement, that Mr. Greenly was the first man to do it really successfully.

R. FITZGERALD BERNARD.

The Selling of Books

SIR,—Mr. D. H. Golding comments on the views I have expressed about the selling of books in generous spirit, and I should be wanting in grace if I failed to acknowledge that the estimable house whose publicity Mr. Golding directs has undoubtedly built an exceptionally extensive business by its advertising.

The whole point of my article was, of course, that however great the efforts of individual firms may be, the results obtained must necessarily be immeasurably less than those which concerted action on the part of businesses concerned with the making and selling of books is calculated to produce.

I am sorry that Mr. Golding thinks I have exaggerated in any particular: I had felt that my remarks about booksellers in general were only too pathetically true and if anything formed an understatement of the existing conditions.

As to the publishers (who at present are really responsible for book publicity) I will qualify what I have already said only by observing that, while many of their announcements are typographically satisfying, they have as a rule, no message for the non-reader except it takes that form which demands the reproduction of author's photographs.

ROLAND SOUTH.

New Temporary Address

Communications to Mr. Joseph M. Beable, late contract manager of the Borough Billposting Co., should be addressed to his new temporary address, c/o Wellington Printers, Ltd., 27 and 29, Corsitor Street, Chancery Lane, W.C. 2.

For

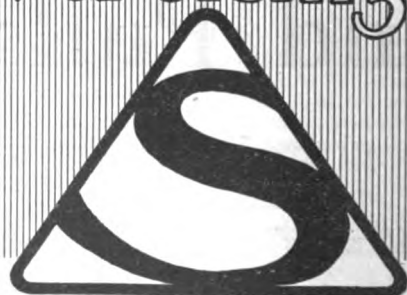
sound, sincere, successful

Advertising

Spottiswoode,
Dixon & Hunting, Ltd.,

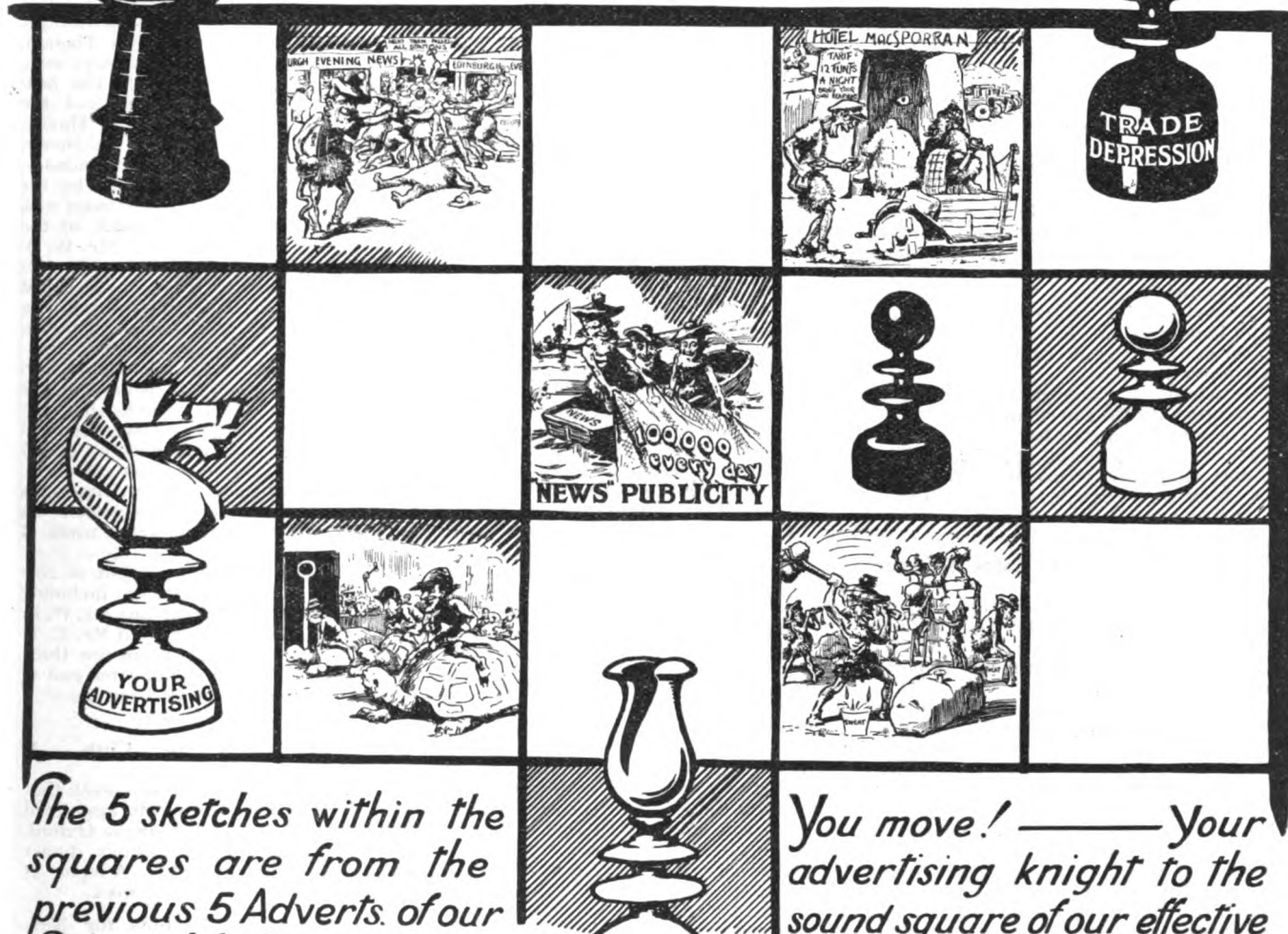
Regent House, Kingsway, London, W.C.2.

REGENT 6374 - 5



Your move!

White to play & win



The 5 sketches within the squares are from the previous 5 Adverts. of our "Reasons Why" series and are intended as a reminder.

You move! ——— Your advertising knight to the sound square of our effective columns and place a firm check on trade depression.

EDINBURGH EVENING NEWS



CLUB NOTES & NEWS

What's On

Cardiff.—Royal Hotel, 7.30 p.m., Tuesday, Annual Meeting, election of Officers and Council.

New Advertising Club—Provisional opening date, September 1

The arrangements by which the Fleet Street Club in conjunction with The New Advertising Club will open new premises at 3, Cursitor Street, E.C.4, are now complete, and it is hoped to formally open these club premises on September 1 next.

The work of redecorating and furnishing is to be put in hand at once and undoubtedly when completed, members will be provided with club-rooms of a first-class order.

Full particulars of the new premises will be available within a week or so and will be sent to all applicants for membership.

Leeds—Golf Circle Medal Competition for Y.E.N. Cup

The convener of the Golf Circle of the Publicity Club of Leeds has arranged a golf competition for Thursday evening, June 17. The following competitions will be held :—

18 hole medal competition played on club handicaps for the *Yorkshire Evening News* cup, at present held by Mr. J. H. Thompson.

18 hole putting competition to run concurrently with the cup competition.

The matches are to be played at Garforth, and are to tee off at 6 p.m. Mr. Stuart Hirst, the chairman of the club, has been good enough to invite all participants to take tea with him at the club-house at 5 p.m.

I.S.M.A. Bristol—The Sales Manager and the Traveller

Two speakers addressed the meeting on May 14. Mr. L. F. Bate on the "Psychology of the Traveller," and Mr. C. J. Nairne on "Travellers' Reports and Sales Bulletins."

Mr. Bate spoke from the sales manager's point of view, and said that the stability of the sales staff was one of the greatest, if not the greatest, object for the sales manager to bear in mind.

Speaking of the choice of travellers, he said: "You must have character to start with, and afterwards the job of building up that character, and moulding it on the lines of mutual helpfulness is a part of the sales manager's biggest and best work, but if your material is faulty you can never get the best results."

"A sales manager is wise to remember all the time that his travellers are in the firing line and they must possess unquestioning confidence in the understanding between and know that they have the co-operation and support of those behind them."

"A traveller cannot be at the top of his form unless he is working care-free and self-impelled. This state of mind and its results cannot be reached without constant personal contact. Therefore, encourage him to come to you frequently, and so treat him when he visits you that he comes to you not as a task-master but as a disciple, coming for friendly advice to one who by his experience knows more than he does."

Mr. C. J. Nairne, in the course of his speech, said: "Reports of some kind are, of course, necessary from the traveller

to the house, for the travellers are the eyes of the house. It is largely to them that the sales manager has to look for information which will enable him to form his selling policy, but it must never be forgotten that the traveller is not a clerk. Much of the matter that he has to fill in could quite easily be collated by the office."

"A sales sheet ought to be kept on which every traveller's name appears with space for the amount of his orders, the number of the orders and the number of new accounts opened. There should also be room for filling in the various places which were advised for that particular week."

"Reports from travellers are, however, necessary sometimes. At the end of six months a man's record ought to be examined and a list of accounts be got out of those from whom no business has been got during that period. Invite short replies and you will get them. If you know the grounds at all, and every sales manager ought to know something of the various grounds under his care, you will easily know if a man is bluffing you and act accordingly. Six-monthly reports are usually sufficient for the sales manager who moves about the country."

"Now a word about sales bulletins. Personally, I have no use for these. They are often the cause of much amusement to travellers. I have known and indeed it is quite a common thing for travellers on different grounds to correspond with a view to testing the accuracy of statement in sales bulletins—a sure sign of lack of confidence in the sales manager. Circular letters by all means may go out from time to time asking men to concentrate on certain lines. These can be short and to the point—nothing so elaborate as to earn the name of sales bulletin."

Ulster—Successful Year Reported at Annual Meeting

The fifth annual meeting of the club was held in the Carlton Restaurant, Belfast, on Monday of last week, when the report was presented by the secretary (Mr. Victor Salter), who considered that the members fully appreciated the good results achieved by the club.

Summarising the year's work, he said that the vigilance work of the club would alone justify its existence, and when the negotiations at present being carried on with the Associated Advertising Clubs of the World had been completed, an extensive step forward in the elimination of fraudulent and misrepresentative advertising concerning Ulster linen would have been made.

After a financial statement had been submitted by Mr. William Sweeney, certificates were presented by the chairman, Senator Glendinning, to the successful candidates at the examination of the educational department of the club.

On the proposal of Major Duffin, the officers were re-elected:—Sir Robert H. H. Baird, president; Mr. Victor Salter, hon. secretary; Miss V. Constance Wadsworth, assistant secretary and assistant treasurer; Messrs. Jackson and McCann, auditors. The Vice-Presidents and Council were also re-elected *en bloc*.

Mr. J. M. Henderson was elected hon. treasurer on the retirement of Mr. Sweeney,

who had relinquished his office owing to pressure of other duties. A presentation was made to Mr. Sweeney by Mr. J. Anderson, and Miss G. Killen, on behalf of the students, made a presentation to Mr. Strick.

Aldwych—Satisfactory Club Year Reported at Annual Meeting

Like the fourteen meetings that have gone before, the fifteenth annual general meeting of the Aldwych Club, held on Tuesday, was not of long duration. Mr. Wareham Smith, the chairman, who presided, was brief in his remarks, taking the report and balance-sheet (which had been in the hands of the members for some weeks) as read. Before moving the adoption of the report, Mr. Wareham Smith invited criticism—if any. This gave the opportunity for that amusingly captious critic, Mr. A. Shewin Thomas, who on such occasions has always some pertinent questions to put to the hon. secretary (Mr. E. T. Nind) and the auditor (Mr. H. J. Sharpe, C.A.). Having received satisfactory answers, Mr. Shewin Thomas allowed the report and balance-sheet to be unanimously passed by the meeting, and concluded his criticism with a generous tribute to the work of the officers, committee and staff. Mr. W. B. Robertson moved the re-election of Mr. Sharpe as auditor, which was seconded and adopted. Mr. C. Harold Vernon in a few remarks congratulated the club on the position it had attained.

The report, which, Mr. Wareham Smith said, was the most satisfactory in the history of the club, showed that the membership at the end of the financial year, March 31 last, was made up of 445 town members and 80 country members. The revenue account, after writing off a substantial sum for depreciation on furniture and fixtures, showed a profit of £103.

The annual election by ballot is now proceeding, the nominations including Mr. Wareham Smith (chairman), Mr. W. B. Robertson (hon. treasurer), and Mr. E. T. Nind (hon. secretary). There are three vacancies to fill on the Committee and as several nominations have been made a ballot will be taken next week.

Women's Advertising Club — A Correction

We should have stated last week that Miss Margery Fry, the newly appointed Principal of Somerville College, Oxford, was the speaker at the Club's dinner which took place last night. A report of her speech will appear next week.

South Africa—Suggestions for New Developments

At the annual meeting of the Publicity Club of South Africa, the following officers were elected for the year 1926-1927; Hon. president, Mr. R. Allister; hon. vice-presidents, Messrs. E. H. Bysshe and W. Redford; committee, Messrs. H. F. Grapes, E. B. Jardine, H. G. Jessop, E. A. S. May, R. Muir, W. Smith, and T. Widdowson; hon. secretary and treasurer, Mr. J. A. Melville.

In reviewing the work of the Association for the year, Mr. Allister said he was sure he was voicing the opinion of the members that the year had been a successful one. "But while most of us have fully appreciated the addresses of our principal guests," continued Mr. Allister, "one is inclined to ask: 'Is the club functioning efficiently in the interests of its members?'"

(Continued on page 398)



PERSONAL

about a
remarkable
inset in
last week's
'Advertiser's
Weekly'

THE envelope marked "Personal" in last week's issue of the "Advertiser's Weekly" attracted widespread attention amongst advertisers. It contained information which proved beyond doubt the exceptional pulling power of "Coming Fashions."

What "Coming Fashions" has already achieved for Messrs. H. J. Nicoll of Regent Street, it can certainly achieve for you.

If you would care to investigate further, our representative will be pleased to call upon you and supply you with full particulars.

COMING FASHIONS

July issue closes for Press, June 14th. £30 per page. £36 per page, facing matter.

E. CROMBIE STEEDMAN (*Advertisement Manager*),
"Coming Fashions," 222, Strand, London, W.C.2

Telephone : Central 5691

JOSEPH M. BEABLE

(Late Contract Manager for 4½ years
of the Borough Billposting Co.)

begs to announce that his New
Temporary Address is
c/o WELLINGTON PRINTERS, Ltd.
27 & 29, Cursitor Street,
Chancery Lane, W.C.

Telephone: Holborn 5617 & 5618.

Communications to
either address will
find him promptly.

Private Address:

56, Telford Avenue,
Streatham Hill, S.W.2.

AN OPPORTUNITY

The Advertiser, Head of the leading Publicity Printing Service in a provincial town; a man of integrity and marked ability; of sound financial and social position; a Rotarian and member of an exclusive London Club (not connected with Advertising) can offer his services as Advertising Consultant or Manager to one or two non-competitive concerns. This is a rare opportunity to secure on very advantageous terms the practical services of an expert thoroughly well versed in every phase of publicity work. Correspondence is invited from firms of standing, national or local in their activities, but centred between, or in, London and Birmingham, and who are prepared to pay a retainer of at least £350 per annum. All replies will be treated in strictest confidence.

Box 227, "The Advertiser's Weekly," 66, Shoe Lane, E.C.4.

REPRESENTATION—BIRMINGHAM & DISTRICT

Advertiser, some years experience outside for leading London Agency, since employed as Advertising Manager by several large Engineering Firms, desires to represent technical or trade paper in the Midlands. Good Commercial Photographer with own apparatus; can prepare rough sketches, layouts and copy for Advertisers. Would consider commission terms. Box 55, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

NEW Address and 'Phone.

THE Furniture Record

36, Worship Street,
London, E.C.2 Telephone:
Clerkenwell 1185

THE
OFFICIAL
ORGAN
OF THE
FURNITURE
TRADE.

THE new premises are situated on the ground floor and fitted up to date for the running of Trade Journals. The Manager will be pleased to receive reports from correspondents (where not represented) connected with the Furniture, Furnishing and Allied Trades.

THE Home Furnisher (MONTHLY).

THE most unique circulation of all Home Magazines, distributed by the House Furnisher to his potential customers. No furnishing mail order Adverts. accepted. Rates, circulation and specimen copy on application.

THE
MAGAZINE
WITH THE
DOUBLE
SALES
FORCE.

Proprietors:—

THE FURNITURE RECORD, LTD.,
(A. H. Botwright, Managing Director),
36, Worship Street, London, E.C.2
Telephone: Clerkenwell 1185.

(CLUB NOTES—(Cont.))

"If the club is going to serve the community with greater usefulness, it must assert itself as a representative public organisation, and one that is representative of an important section of the community of Cape Town. While our monthly luncheon is a good feature of our life, it is most essential that evening lectures and debates should be arranged. Certainly the time has come to consider the development of our club in other directions, and I am strongly of opinion that the new committee should give this matter their early attention."

Manchester—New Secretary Elected

It was announced at the meeting of the Manchester Publicity Club that Mr. J. Vincent had resigned from the honorary secretaryship of the club.

In his statement to the members, Mr. Vincent said he had taken this step with great reluctance. Had it not been for the fact that he was then so deeply involved in Convention work, he would not have allowed himself to be nominated for re-election in February last, but pressure of business was now such that he had no alternative but to ask them to accept his resignation.

He asked that he might have the privilege of proposing as his successor Mr. J. H. Grime. They all knew that Mr. Grime had been assistant secretary of the club since its formation, but probably only those who, like himself, had been behind the scenes knew the sterling qualities possessed by Mr. Grime and the whole-hearted interest he had in the club.

In seconding the resolution, Mr. H. L. Hardwick expressed the deep regret of the club at Mr. Vincent's resignation, and paid a glowing tribute to his services not only in connection with the club but in organising the Blackpool Convention.

From his own knowledge, he could endorse every word said regarding the qualifications of Mr. Grime, and was confident that he would be a worthy successor to Mr. Vincent.

It was felt, Mr. Hardwick continued, that the recognition of Mr. Vincent's great services should be made in some tangible form, and on behalf of the members he had great pleasure in asking him to accept as a token of their appreciation and good will a specially bound and illuminated copy of their Convention Brochure "Advertising Lancashire," together with a cheque for one hundred guineas.

Mr. J. H. Grime, having expressed his willingness to undertake the duties, was unanimously appointed honorary Secretary of the Club at an ensuing Extraordinary General Meeting of the members. The new secretary, who is well known in Northern Advertising circles, is a member of the Manchester Billposting Co., Ltd., of which his father, Councillor J. C. Grime, M.B.E., J.P., is Chairman and Managing Director.

Regent—Convention Delegates see Themselves at Blackpool

The Regent delegation were invited to witness the film version of the Second British Advertising Convention at Blackpool, last Tuesday evening, at the private cinema of Messrs. Publicity Films, Ltd. The club found themselves remarkably well represented in the picture, and though unsatisfactory weather conditions rendered some of the scenes less clear than in last year's Harrogate film, the "actors" had no difficulty in recognising themselves.

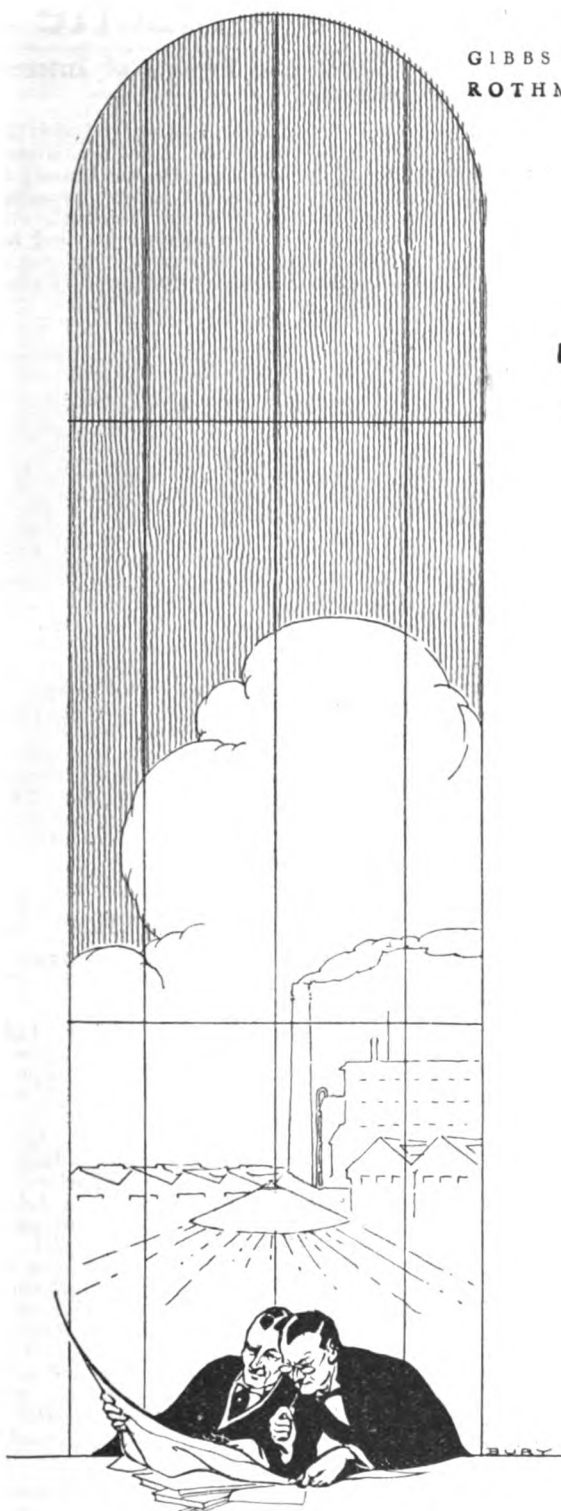
GIBBS DENTIFRICE · OVALTINE · VULCAN MOTORS
 ROTHMAN'S · GLAXO · NORTH BRITISH RUBBER CO.

HEADS TOGETHER

This is thinking-time. Whether you are temperamentally inclined to minimise difficulties or to exaggerate them, to-day demands what we might call mental co-operation.

We have followed the process of co-operation between our clients and ourselves for so long that it has become second nature with us to discuss with them not only every phase of advertising, not only every angle of selling, but when needs be, the relationship between production and selling.

This attitude of "heads together," which, had it been applied to industry as a whole, might have saved this country untold millions, has played its important part in the successes of those firms with whom we have been associated.



SAWARD, BAKER & CO. LTD.

Advertising from A to Z

27 Chancery Lane

London, W.C.2

Telephone
 Holborn
 5528 (5 Lines)

Telegrams
 "Sabazia, Holb.,
 London"

POMPEIAN BEAUTY PREPARATIONS · CLARK AND COATS · MURRAY'S MELLOW MIXTURE
 ST MARGARET'S HOSIERY · DROMEDARY DATES · DEL MONTE CANNED FRUITS

? IS IT YOURS

There is a firm somewhere who needs my services. A number of businesses would find me useful, but to the right one I should be extremely profitable.

For twelve years (excluding active War service) I have held responsible executive positions. These include Business Manager of a high-class publication (now) and Managing Director of an advertising agency (4 years).

I can take complete charge of a branch office; start and manage a sales department of any size, or establish a market for a new proposition.

I am a first-class salesman, good advertising man, and have had International experience in several lines.

Age 45. I am young enough to have ideas, with the experience to fairly judge their commercial practicability.

If you can use a live, sound man, of good record and exceptional references, write to me and let's talk it over. It may be mutually profitable and an interview costs nothing.

BOX 220,
The Advertiser's Weekly
66, Shoe Lane, E.C.4.

PEOPLE WHO THINK

and of discerning mind
—constitute a class of readers that cannot
be overlooked if your product appeals to a
discriminating intelligence.

The Outlook

is read every week by just this class, and
it will pay you well to include this popular
journal in your current appropriation.

Full particulars gladly from:

L. INDER-HEWITT, *Advert. Manager,*
"THE OUTLOOK,"
69, Fleet Street, E.C.4. Phone: City 3173.

IF you can offer a job affording
more scope to a young man, at
present publicity manager of a
well-known northern concern, who
advertise mainly in trade and tech-
nical journals, write at once to
"ENERGRIT"

c/o "Advertiser's Weekly," Shoe Lane, E.C.4.

The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest
to the Advertiser

LEGAL NEWS

At the Wycombe County Sessions, on May 21, the High Wycombe and District Bill Posting Co., Ltd., 43-45, George Street, Oxford, were summoned for exhibiting advertisements on a hoarding that might disfigure the landscape, near Bradenham Bridge, in contravention of by-laws issued by the Buckinghamshire County Council. The hoarding, it was stated, was 70 ft. long by 12 ft. high, and several posters appeared on it.

For the defence, it was stated that the company chose this site, which they had on lease from the railway company, because, in their view, there was no natural beauty or landscape which they could disfigure. It was further pointed out that shops and petrol pumps had been erected at the entrance of this particular road.

The company was fined £1 and an order was made for the removal of the hoarding.

VOLUNTARY LIQUIDATIONS

(NOTE.—*Voluntary liquidations may in some instances refer to companies in course of reconstruction.*)

Financial Outlook, Ltd.—Resolved, May 21, 1926, that the company be wound up voluntarily, and that Mr. Chas. Larder, I.A., 36, Camomile Street, E.C., be appointed liquidator. Claims to liquidator by June 15.

The Avenue Press, Ltd.—Resolved, May 27, 1926, that the company be wound up voluntarily, and that Mr. W. L. Sibley, 23, King Street, E.C.2, be appointed liquidator. Meeting of creditors at liquidator's office, 11 a.m., June 14, 1926.

ORDERS MADE ON APPLICATION FOR DISCHARGE

Cohen, Louis Wolff (described in the receiving order as Louis Cohen), 239, Uxbridge Road, Shepherd's Bush, journalist, lately residing at 14, Inverness Terrace, Bayswater, and at other addresses (254 of 1910). Order made May 5, 1926. Bankrupt's discharge suspended for 3 years, and that he be discharged as from May 5, 1929.

NOTICES OF DIVIDENDS

Potts, Sidney Atkinson, of, and carried on business at, 116, St. Paul's Road, Highbury, London, artists' and advertisement consultant. (271 of 1924.) Supplemental dividend of 1d. per £, payable any day (except Saturday) between 11 a.m. and 2 p.m. at Bankruptcy Buildings, Carey Street, W.C.2.

FIRST MEETING

At Bankruptcy Buildings, London, on June 1, the statutory first meeting of the creditors was held of Henry Charles Edgar Hart, trading as Edgar C. Hart and Co., lately carrying on business at 93-4, Chancery Lane, W.C., and 10, London Street, E.C., advertising agent, against whom a receiving order was made on May 12, on the debtor's own petition. His statement of affairs disclosed unsecured debts £2,758 and net assets £5. It appeared from the debtor's statements that for some time past he had never been

sure of his financial position, and with the advent of the recent strike the climax came in his business. He was heavily in debt and many creditors were pressing, several having obtained judgment, and on the advice of a solicitor he filed his petition. He attributed his failure to lack of working capital, bad trade, and bad debts.

The estate remains with the Official Receiver for administration.

PUBLIC EXAMINATION

The public examination was concluded in the London Bankruptcy Court, on June 2, of William Henry Barber, described in the receiving order as William Henry Broughton, 175, Piccadilly, W., who failed in March last, with unsecured debts £291 and assets nil. From March, 1922, till March, 1923, he was employed as manager to a firm of advertising agents. In April, 1923, he was appointed a director of an advertising sign company at a salary of £1,000 per annum and acted in that capacity until November, 1924, when the company ceased trading, and there was due to him on account of arrears of salary £1,050. From July, 1924, until the receiving order he acted as director of an electrical sign manufacturing company, and had been paid a commission averaging £350 per annum.

NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY
by the Information Bureau, Ltd., 140,
Strand, W.C.2.]

The Economist Newspaper, Ltd. (213793).—Registered as a private company on May 15, with a nominal capital of £10,000 in £1 shares (8,200 "A" and 1,800 "B"). The objects are to adopt an agreement between W. W. Greg, D. E. W. Gibb and Sir Laurence E. Halsey of the first part, Helen A. Johnstone of the second part, the said Helen A. Johnstone and H. Wellby of the third part, and the company of the fourth part, to carry on, develop, extend and turn to account the business of editing, printing, publishing and selling the *Economist Newspaper* and *Investors' Monthly Manual*, mentioned in the said agreement, and to carry on business as proprietors and publishers of newspapers, journals, etc. Secretary: H. W. Kirk. Registered Office: 3, Granville House, Arundel Street, Strand, W.C.2.

Mota Signs, Ltd. (214,053).—Private company. Registered May 31. Capital, £250 in £1 shares. Objects: To carry on the business of dealers in all kinds of goods, apparatus and devices relating to electric or automatic signs for commercial advertising, etc. The first directors are: S. Hamaguchi, Ivy P. Weaver, J. T. Magee and A. E. Weaver. Registered office: 54, Gracechurch Street, E.C.3.

Colour Printing Show

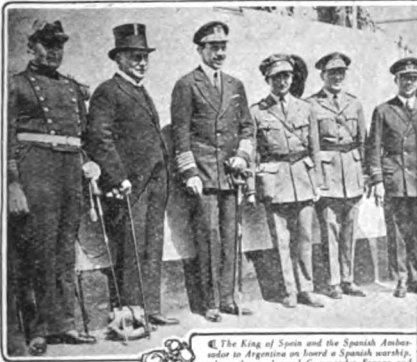
An exhibition of Commercial Colour Printing (photo-litho and letterpress) opens at the Faculty of Arts Gallery, 10, Upper John Street, London, W., on June 14 for two weeks. Tickets can be obtained from Fred Hart, Esq., c/o St. Clements Press, Portugal Street, Kingsway, W.C.2.

THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

THE CHRISTIAN SCIENCE MONITOR, BOSTON, TUESDAY, MAY 4, 1926

King Greets Atlantic Fliers—A Descendant of Jefferson—Penwomen's Pretty Pages



¶ The King of Spain and the Spanish Ambassador in Argentina on board a Spanish warship, where they welcomed Commander Franco and his companions.

WIDE WORLD PHOTOS



¶ Girls, daughters of the convention, Penwomen.

WIDE WORLD PHOTOS

This reproduction of the Picture Page of The Christian Science Monitor shows two national advertisements, one American and one British—which become international advertisements, in this daily newspaper of world-wide circulation.

These two advertising spaces are sold only on contract for 13, 26 or 52 insertions. Ask any Monitor advertising office for further information.

EUROPEAN ADVERTISING OFFICES

London—2, Adelphi Terrace
Paris—56, Faubourg St. Honoré
Florence—11, Via Magenta



¶ Prof. James H. Brewster, University of Chicago, receives title of John D. Rockefeller Jr. in his \$10,000,000 offer for a museum in Egypt.

WIDE WORLD PHOTOS



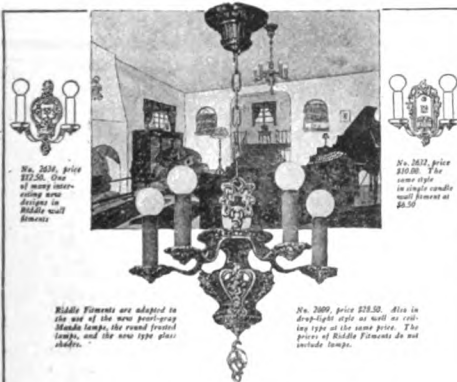
¶ Women prominent in Washington society have organized a polo team, captained by Miss Elizabeth Jackson, and play every weekend when the weather is fine on the polo field in Potomac Park.

WIDE WORLD PHOTOS



¶ Mayor Walker of New York extending the official welcome to Gen. Brumwell Booth, international leader of the Salvation Army, which held a congress in New York recently. A public reception was held at the City Hall.

WIDE WORLD PHOTOS



New Riddle Fitments Embodying the Use of Wrought Iron

The trend towards Riddle Fitments will be accentuated, we believe, with the introduction of these new Riddle designs, in a varied selection of suspended pendants and wall brackets, in which substantial bar iron is judiciously employed in interpreting new and individual style ideas of the Riddle designers. Free modeling has been effectively used in combination with a hand-finished type of treatment of the heavy iron bars (not light alloys but heavy bars), which lends itself ideally to the colorful decoration.

... The fitments shown above give merely a suggestion of the appealing quality of the designs and of the moderate prices at which they are available. If you are building a new home or apartment, for your own occupancy, resale or rental, or if you wish to replace your present lighting fixtures, we suggest that you see these new fitments and other Riddle styles. The name of a nearby Authorized Riddle Dealer will gladly be sent on request. The Edward N. Riddle Company, Toledo, Ohio.



Concerning THE MARRIAGE PORTION of ELIZABETH LAZENBY né Harvey

WHEN the beautiful Elizabeth Harvey married young Lazenby, her brother (who kept a noted coaching inn on the Bath Road) gave her his secret recipe for sauce as a wedding present. The young couple made the sauce for public sale, first in the small saucepan, then in their grandest saucepan, then in a small factory, and finally in a huge one. From that day to this, Harvey's has been the most famous sauce in the world, for every chef uses it for flavouring and every epicure eats it with fish, chicken and all meats of delicate flavour.

When you buy
LAZENBY'S
HARVEY'S SAUCE
you buy HISTORY
[it's much the nicest way
of acquiring knowledge]

Copyright, 1925, by Elizabeth Lazenby, Ltd., London, England.

The Christian Science Monitor, An International Daily Newspaper

Advertising Offices in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Cleveland, Detroit, Kansas City, San Francisco, Los Angeles, Seattle, Portland (Oregon)

Ad. News from Abroad

Advertising in Yugoslavia—Importance of a Correct Idiomatic Translation

THE manufacturing houses interested in the Yugoslavian market are leaving their publicity in that country too much to chance. Motor firms, which have a great opening there, are especially prone to this error.

If manufacturers wish to interest that fruitful market, their advertisements must be worded correctly, but unfortunately the translations into that tongue sin greatly in syntax and purity of diction. It must be remembered that not only is German used to a great extent, but there are at least a dozen other popular idioms spoken and read in Yugoslavia.

Whilst in England the utmost care is given to the wording and appearance of advertisements, firms that are so particular in the home market, where their manufactures are so well known, hope to reap a rich harvest by issuing the most haphazard advertisements in a country where their wares are less familiar. Surely where merchandise is little known greater care is needed to bring it to the notice of the public.

A recent experiment in circulating sales letters showed that only from $\frac{1}{4}$ to 1 per cent. of inquiries were obtained, and in only a very small percentage of these were sales ultimately effected. This is attributed to the failure of certain German firms to keep their promises, and in consequence the Yugoslavs are wary of all foreign firms and their goods.

The remedy for this in the case of British firms interested in the market is (1) to use the best possible *idiomatic* translation of their advertisements that can be obtained, and (2) to employ all their means of persuasion to create an atmosphere of confidence in order to counteract the tendency of mistrust.

In passing, it is interesting to note that in Yugoslavia there are some very modern printing works which are thoroughly equipped for producing artistic printed matter.

BRANDED GOODS IN SWEDEN

UNDER the heading "Branded Goods—Everywhere the Same," six advertising agents of Stockholm are issuing an advertisement pointing out the advantages of buying branded goods. This co-operative effort is significant of the increasing application of modern merchandising methods in the Swedish market. The copy effectively crystallises the arguments in favour of branded goods. It runs as follows:—

"When we lived at X we could always get such excellent coffee, but after moving to Y, we cannot obtain anything equally good." How often does one hear a similar remark every year that it is often difficult to obtain a certain article in the various places? This, however, only refers to goods that are bought loose, because goods that are

sold in containers (original packing) are everywhere the same. For the consumers who are acquainted with certain trade marks—for instance, of household goods—it is safe to realise that not only can these goods be obtained nearly everywhere but as a rule they are also in a class beyond goods sold without a trade mark or brand.

"The manufacturer who has endeavoured to make a brand known to his customers is also likely to do his best to retain the same good quality of his goods. When buying you ought to remember that when an article is named on its container, it is an article presented UNDER OPEN VISOR."

THE "SPHERE'S" GOLF MEETING Postponed event to take place on June 23

On account of the strike, the *Sphere* golf meeting, which was arranged to take place at Moor Park on May 13, had to be postponed. The meeting has now been fixed for Wednesday, June 23, at Moor Park.

In the morning there will be 18 holes medal play under handicap, the prize for the winner of which is presented by the *Sphere*. Prizes for the best card over fourteen handicap (other than the winner) and for the best scaled nine holes will be presented by Mr. J. Bewsher.

In the afternoon there will be 18 holes four-ball bogey foursome under handicap and the prizes for the winners will be presented by the *Sphere*. Prizes for the runners up will be given by Brig.-General Campbell.

Partners and starting times will be arranged and notified to guests before June 19.

PRESS

POSTER

IF IT'S FOR FRANCE!

Would you like us to tell you why Paris is not France, and to supply proof of our assertion that France proper begins at the secondhand book stalls on the Quai Voltaire and ends in the glories of Avignon? Would you like to know why?

An advertisement for the Boulevard Montmartre would "cut no ice" in Provence? It is because WE know all this—and some more—that if we were responsible for your French appropriation the *Parisian* and the Gascon would both "get you."

WE CAN GIVE YOU

Facts and figures about France.

Original ideas for Home.

Art suited to any country in the World.

SCIENTIFIC PUBLICITY

(ADVERTISING SERVICE),

"OBSERVER" CHAMBERS, HUDDERSFIELD.

'PHONE

2915

An Opportunity for British Manufacturers and their Advertising Agents

"Increase your Export" is the need of the hour.—Are you doing your share?—Are you taking advantage of the new markets that are waiting for your goods? You owe it to yourself and to your country to seize this opportunity of investigating their possibilities.

GREAT new markets are re-opening in Europe for British goods. Germany, Poland, Czecho-Slovakia, Yugo-Slavia, Hungary, Austria, Switzerland, all present almost virgin soil for many British manufacturers. Yet how few are seeking to reap their opportunities!

There may be difficulties in the way. In some lines, local manufacturers may possess facilities too strong to permit foreign competition succeeding, but in others the British manufacturer possesses all the advantages. Until you investigate the matter properly, you cannot be sure what are the conditions in your own particular line, and opportunities of trade are too vital for you to dismiss the matter unconsidered.

If you are a manufacturer, it will cost you nothing to investigate the conditions in each Continental market. It may open up new sales possibilities. If you are an Advertising Agent, urge your clients to take this preliminary step at once or to let you do it for them. We can assist you in the work and it is for this purpose that we have opened offices in London. With 26 fully-

equipped branches all over Central Europe, we are in instant touch with the changing conditions of every European market. We know where opportunities exist. We know where the markets are closed. We know where the public has money to spend on luxuries, and where conditions in some industries are particularly difficult. We can help you to sell, find selling agencies for you, tell you in what papers to advertise, and what are their rates. Our organisation is a very store-house of marketing knowledge.

All this information is at the disposal of any British manufacturer or Advertising Agent who is interested in developing his export trade. No fee is charged. No obligation is incurred. We are the largest firm of advertising agents on the Continent, and we know we can offer facilities to the British manufacturer or his agent which will bring their own reward.

Finally, this concrete suggestion! Write to us telling us about your line and stating which countries you are particularly interested in, and let us give you a preliminary report on your opportunity.

RUDOLF MOSSE LTD.

ADVERTISING

125-130, STRAND, LONDON, W.C.2.

Offices: Berlin, Amsterdam, Barcelona, Basle, Belgrade, Breslau, Bukarest, Chemnitz, Cologne, Danzig, Dresden, Dusseldorf, Frankfurt, Hamburg, Hanover, Leipzig, Magdeburg, Mannheim, Milan, Munich, Nuremberg, Prague, Stuttgart, Vienna, Warsaw, Zurich.

MAIL ORDER FOUNDATIONS —(Cont. from p. 384)

We have now to deal with the very important question of internal organisation. Many mail order businesses have failed totally on account of insufficient attention to this question. A large retail firm starting a mail order department may stand up to the losses caused by mistakes in organisation, but the same mistakes might ruin a smaller concern.

Of course, it goes without saying that the *sine qua non* of a good start in the mail order business is an experienced manager with an alert and wakeful mind. His remuneration even for a small business is a sound investment. He should organise his department for expansion. He should be able to train his staff and know something about scientific management and motion study. He should know broadly what kinds of merchandise he can sell, and should pick, for a start, goods for which there is an almost certain demand in the various markets which he is approaching. The actual buying—that is, the examination for quality—should be delegated to men who have a working knowledge of the trades in which they buy.

It may have been noticed that scientific management and motion study were mentioned in the last paragraph. A knowledge of these subjects is necessary to every organiser. The writer recently had evidence of a

firm which despatched 30,000 parcels a year and employed fifty workers to do the work. Mail order was only a department of this firm's activities, hence the wastage completely escaped the notice of the proprietors. It was pointed out that 30,000 parcels per annum meant only 100 parcels a day, hence each worker packed or helped to pack two parcels a day, and yet the whole department hummed with work.

The wastage did not occur in the actual packing of parcels, although even here it was considerable. The main losses were due to the employment of the old-fashioned machinery or no machinery at all.

There were other losses of efficiency due to the failure to take full advantage of all the services which may be rendered by the Post Office, for it should be better known that the service of the Post Office does not end merely with the supply of a C.O.D. service between vendor and buyer. From the very outset the G.P.O. should be asked to establish a private branch post office in the firm's own building. The establishment of such an office not only saves the trouble of carriage to a more or less distant office, but also allows of the use of certain forms which can be run in conjunction with the firm's own system of accounting and recording. The savings of such a scheme are obvious.

THE BEAUTY OF ADVERTISING—(Cont. from p. 379)

the memory of the Victorian family portrait album is almost the only idea of camera work. Articles so little prone to suggest beauty as a travelling trunk, an oxyacetylene lamp and a flash lamp battery are here shown to be adaptable to graceful decoration and the suggestion of beauty.

The section which to me is the least satisfactory in the "Annual" is that devoted to reproductions of American posters. I find nothing in it which compares with current British work for beauty. It is hard, efficient if you will, but quite untouched by those human emotions which give to the remainder of the work in the book a universal appeal to man, woman and child.

It has its value, therefore, in demonstrating that beauty is an essential ingredient in advertising design. And though the "Annual" is concerned only with illustration I would add that beauty of words, beauty of sentence and a sense of music in the arrangement of phrases is just as vital in text as is beauty of brushwork, pencil or of camera in the decoration. But for those to whom the study of art in its application to advertising is the first consideration the "Annual" is an invaluable guide. It is a great demonstration of the effectiveness of beauty.





**— meet
Mr. Frank Goldberg**

To meet Mr. Goldberg is to meet the head of the most progressive Advertising Agency under the Southern Cross. He brings with him a knowledge of Australia and New Zealand that is both wide and deep. He knows the economic conditions—what the people want—how much they have to spend—and how best to persuade them to spend it.

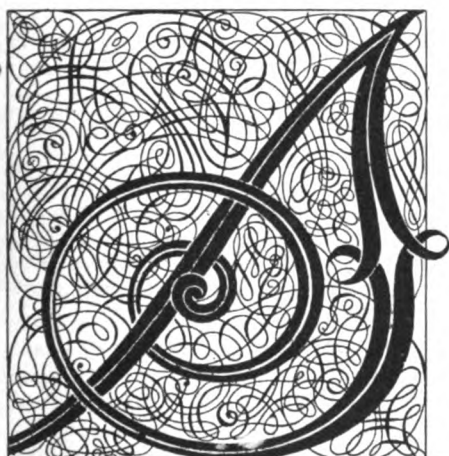
Australia and New Zealand are rich new fields waiting for you to exploit. Give Mr. Goldberg the opportunity to tell you more about these two wonderful countries.

You can safely lay your plans for the information he will give you, for he is regarded as the leading authority on sales promotion and advertising in Australia and New Zealand. He is at YOUR service—without obligation.

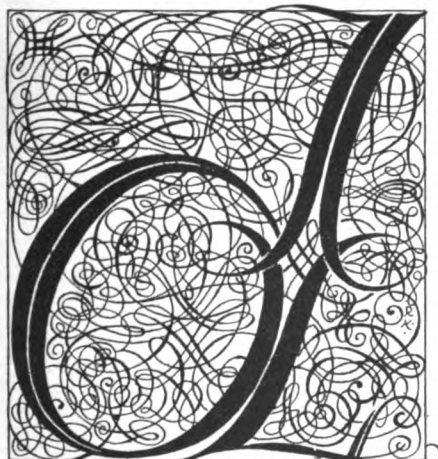
To make an appointment with Mr. Goldberg phone HOLBORN 1509 or write to our London Office 109 KINGSWAY, London, W.C.2



How much ought an advertiser to spend on drawings? The answer to this question depends on the particular circumstances of every case.



There are cases where the finest drawings that money can buy are necessary. CARLTON STUDIO, with its artists of international reputation, offers you unsurpassable work at lower prices than you will be quoted elsewhere.



In other cases, the expenditure on drawings must be kept within strict limits. And again you will find that CARLTON STUDIO offers you better work at your price than you can obtain elsewhere.

*of
Advertisement
Art Work*

*Write and let us suggest the
kind of drawing you should use
and the price to pay for it.*

CARLTON STUDIO Ltd. GT. QUEEN ST. KINGSWAY W.C.2



Hotel Knickerbocker
120-128 West 45th St.
*Just East of Broadway,
Times Square*
New York's Newest Hotel

A location unsurpassed. A few seconds to all leading shops and theatres. Away from the noise and bustle and still convenient to everything. Between Grand Central and Pennsylvania Terminals.

RATES
\$3 to \$6 per Day
400 Rooms—400 Baths



To Advertisers, Manufacturers & Printers

MACPHAIL
Ad-Service Ltd.

EMBOSSED SHOWCARDS
for Shop Window Display,
Exhibition Stand or Pavilion.
One Card, One Dozen, One
Hundred or One Hundred
Thousand.

SAMPLE AND ESTIMATE
by Return, in any Colours.
State Numbers required.

18 Sauchiehall Lane, Off Westfield Street
GLASGOW

BLOCKS.

LET US INTRODUCE YOU TO

Service & Quality

GEE & WATSON LTD.
111 SHOE LANE, FLEET STREET, E.C.4

DEVELOPING THE PHOTOGRAPH IN A FRESH SENSE—

(Cont. from p. 377)

The embossed showcard makes an excellent vehicle for the conveyance of the photographic advertisement to its destination—the eye of the possible purchaser. The elasticity of the embossing process suits admirably the photographer who may be asked to supply one showcard, one dozen, one hundred or one hundred thousand. The lesser numbers are not economic, especially if in colours, by any other printing process, but they are both possible and profitable by this, and they cannot be ignored if the larger orders are to be cultivated.

Anyone with an embossing plant that includes an adequate selection of type, and the ability to use it creditably, should be able to co-operate with the photographer and add whatever descriptive lettering may be wanted, in type faces to suit the subject, using cards of any size and giving any conceivable colour scheme to harmonise with the goods portrayed, or with the ultimate surroundings of the showcard.

The photographic print being mounted on a cardboard mount of the blacks, browns or greys, that are the only safe settings for photographs, the embossed lettering is added either entirely on the cardboard or on the face of the print itself, if a large print has been used. The latter, however, is an extravagance, for it is usually more economical to use a negative of a small size and mount the print as a paste-on upon the card. It must always have a matt surface to ensure the embossed lettering adhering properly. White lettering is invariably safe with any of these backgrounds; but if more liveliness is demanded in the showcard, gold and even another colour can frequently be used, giving a two or three colour showcard at a nominal cost, that depending entirely upon the amount of wording involved, and the number of copies required.

Posters at the "Morning Post" Exhibition

A considerable number of interesting posters will be on view at the *Morning Post* Decorative Art Exhibition from June 12 to 26. The exhibition, which is organised for the *Morning Post* by British Industrial Exhibitions, Ltd., will be held at Central Hall, Westminster, and covers all types of art from furniture, paintings and fabrics to printing and poster work. The Society of British Poster Designers has taken all the pillars in the hall, which will be draped and hung with examples of artistic posters by well-known artists. They will have about a hundred positions.

Mr. R. P. Gossop will also, we understand, be showing posters of considerable interest, and Clifford Milburn & Co. will show among other things a range of poster colours.

The Argosy Arts and Theatre Service are to exhibit theatrical, commercial and decorative art, including designs for posters, showcards, trade marks, wall-panels and so on, while the Burin Club will be showing posters and calendars.

Advertising and Selling FORTNIGHTLY

Markets, Merchandising & Media



15 CENTS A COPY

"Stimulating, Zestful, Informative."

In these three words a prominent executive-subscriber has voiced the keynote opinion of *Fortnightly* readers.

Hardly a day passes but that we receive letters from well-known American advertising and sales executives expressing the same sentiment.

A few comments: "Its articles are sound, sane and stimulating."—"It is the most distinctive and helpful publication received by this department."—"I enjoy the sane and refreshing character of your articles."—"Reading the 'Fortnightly' is like talking to a mature and stimulating friend."—"Your editorial viewpoint is sound, and you have succeeded in giving a thrill of interest in your way of presenting it."

Not only will you find the *Fortnightly* "stimulating, zestful, informative," you will find it a valuable co-operation and guide in all phases of your marketing and advertising activities.

Published in New York, U.S.A., every other week. Send your subscription (17/- a year) to London office.

Advertising and Selling FORTNIGHTLY

London Address: 66-67 Shoe Lane, E.C.4
Year's Subscription \$4 (26 Issues)

CURRENT ADVERTISING

**Notes of New Business Going Out:
New Advertising Now Appearing in
the Press and on the Hoardings**

C. Vernon & Sons, Ltd., have considerable business in hand for Oatine and have again been placing for Murdoch's Pianos.

E. W. Barney, Ltd., are booking large spaces for John Craven-Burleigh and provincial advertising for Gregg Schools.

C. D. Clayton, Ltd., have been placing in the dailies and illustrated weeklies for Crossley and Willy Knight cars.

G. Street & Co., Ltd. (Gracechurch St.) have new schemes for Hill's Sunripe Cigarettes and for Rose's Lemon Squash.

E. Martin Harvey has increased space for Pan-Yan Pickle.

T. B. Browne, Ltd., are handling a scheme for Packer's Pine Tar Soap.

C. Mitchell & Co., Ltd., have increased advertising for Poudre Tokalon, Crème Tokalon and Veet Cream, and have been placing instructions for Liquid Veneer, Meritzo Wine and Bishop's Varalettes.

Crossley & Co., Ltd., are again placing business for John Morgan Richards.

J. Walter Thompson Co. have extended displays for Ipana Tooth Paste, and are running schemes for Buxton Key Tainer and Blue Label Ketchup.

C. F. Higham, Ltd., have business in hand for Ever Ready Safety Razor Blades.

Smiths' Agency, Ltd., are again booking season advertising for Poulton & Noel, and Newball & Mason.

S. H. Benson, Ltd., have increased for My Lady Canned Fruits and for Skippers, and given out for Sorbo Tyres.

John Haddon & Co. have followed displays for Swan Fountain Pen with space for the Blackbird Self Filler.

Dorland Agency, Ltd., have been handling the advertising of Silver King Golf Balls, Eugene, Butywave, Kiwi shoe polish, Wakefield's Castrol Oil. The City office have been handling prospectuses for the New Zealand Forests, Ltd., Selincourt and Sons, Ltd., and the following company meetings: Amalgamated Photographic Manufacturers, Ltd., Drapery and General Investment Trust, Ltd., Cotton Plantations, Ltd., Henry G. Lewis and Co., Ltd., Wiggins Teape and Co. (1919), Ltd., Lonely Reef Gold Mining Co., Ltd.

London Press Exchange, Ltd., are again placing on behalf of the National Council for the Preservation of Eyesight and for British Tomato Growers.

J. G. King & Son have been placing a new appeal for Dr. Barnardo's Homes.

Muller, Blatchly & Co., Ltd., have new advertising in hand for Cow & Gate Milk Food and for Sirdar Knitting Wools and Abbotts Mayflowa Shoes.

Woodwright Publicity Service, Ltd., have resumed displays for K.L.G. Plugs.

Fredk. E. Potter, Ltd., have been booking space for Sun Life Assurance Co. of Canada and for Culmak Shaving Soap.

Godbold's, Ltd., are handling a considerable amount of business for Armstrong Siddeley and Standard Motor Cars.

J. K. Clayton & Co. (Manchester) have commenced an appropriation for Vapex.

Heritage Peters Advertising Service, Ltd., are issuing new instructions for Cicca Motor and Cycle Accessories in the technical Press.

Leonard Hill Advertising is placing for the Ice Stove Co., Ltd.

H. Cecil Taylor, Ltd.

The address of this firm was inadvertently given in last week's "Current Advertising" as Manchester instead of Birmingham. In addition H. Cecil Taylor, Ltd., have opened an office at Craven House, Kingsway, W.C.

The moment you put your foot on South African soil

You will find that "**The Homestead**" is a household word among the women-folk of that country.

Being entirely a woman's Paper, covering the land from the Zambesi to the Cape, "**The Homestead**" obtains first place on most South African and Overseas National Advertising lists for household lines.

If your goods appeal to the women-folk of South Africa, "**The Homestead**" should be your first medium.

Specimen copy and fullest information willingly supplied on request to

SOLE REPRESENTATIVES:

**ARGUS SOUTH AFRICAN
NEWSPAPERS - LTD.**

72 Fleet Street, London, E.C.4

ADVERTISEMENT SPACE is available for goods and services needed by Tour- ists and Travellers in **PASSPORT & VISA REGULATIONS**

Issued by the Passport Office to
persons seeking information re
travel in Foreign Countries,
in

SETTLERS' HANDBOOKS

Issued by the Oversea Settlement
Office giving full information on
various Dominions and Colonies,
and in

OVERSEAS TRADE REPORTS

dealing with trade conditions abroad.

*Specimens and particulars of these and other
Advertising Spaces in Government issues, from—*

THE CONTROLLER

(Advertising Department),

H.M. STATIONERY OFFICE,
WESTMINSTER, S.W.1.

Offset and Photo Offset—
is the best method for reproducing

POSTERS and SHOWCARDS

and every kind of Line and Half-
tone Work.

NO BLOCKS Required.

CHARLES & READ, Ltd. 27, Chancery Lane, W.C.2

Holborn: 153 and 6387.

THE BEST FREE GIFTS.

SOFT TOYS

Illustrated Catalogue on Request.
MANUFACTURERS, Est. 1914

THE TEDDY TOY CO.,
45, GOLDEN LANE, E.C.1.

**Designs for all
Advertising purposes
— at moderate cost —**

R. Breslin
8 Parkhill Road, Hampstead.

We Hear—

THAT thanks to those social events which comprise what is termed the "London Season," there has been a considerable upward move in the advertising that finds its public among the Classes, and—

THAT the illustrated society and fashion weeklies in their advertisement pages give sufficient proof that they have come into their own again in attracting the exclusive houses as well as retaining the generous support of the national advertisers.

THAT there has been a good deal of "I told you so" from those financial speculators in the advertising business who follow the fortunes of newspaper enterprises, and have thus expressed their satisfaction at the excellent reports issued this week both by Allied Newspapers, Ltd., and by Odhams Press Ltd.

THAT Mr. A. Bain Irvine, of Messrs. Cassell and Co., Ltd., and the Waverley Book Co., has been elected Chief of the Scottish Clans Association—the most important of London Scottish organisations—in succession to the Duke of York;

THAT Messrs. Hutchinson, in addition to reviving *Our Home* weekly, will start publishing in September next, a new monthly issue of its long time companion, the *Lady's World*, now to be called the *Ladies' Home World*.

THAT a rumour is going the rounds that a popular knight, who some time ago retired with a handsome fortune from the much-advised business he had built up, is desirous of going into harness again; and—

THAT if the deal comes off with the advertised line his name is linked with there should be some interesting developments when he gets control and is ready to place big business.

THAT the lucky winners in the Derby Sweepstake of the Press Advertisement Managers' Association were: (1) Mr. Hull; (2) Mr. Lawrence; (3) Mr. Morrish, with a fourth prize going to Mr. Perman.

THAT the importers of Golden Bough Canned Fruits are running in the local Press competitions offering £50 in cash prizes for a vote on the order of popularity of the ten varieties of canned fruits they are marketing.

THAT favourable comment is being made by copywriters and admirers of effective advertising on the series of action photographs that dominate the latest advertising of Turf Cigarettes.

THAT Mr. Ed. J. Burrows, of Kingsway, W.C., and Cheltenham, who has so successfully put new life into the production of holiday handbooks for local authorities, is the author of an unusual type of booklet with the title "From Cave Man to Roman in Britain," which has been added to the Great Western Railway series of publications.

THAT, on Wednesday, the Golf circle of the Advertising Agents' Association held their summer meeting on the Dulwich and Sydenham course, of which club Mr. James Strong is captain, and—

THAT on the same day Mr. Philip Smith and the directors of Messrs. Smiths' Agency, Ltd., gave their annual golfing party to business friends at the R.A.C. course, near Epsom.

THAT the engagement books of ad. men golfers are well filled at present, and among coming events are a meeting at Moor Park, which is being arranged by the directors of the *Sphere*, a weekend at Aldeburgh, on the East Coast, where the Newspaper Golfing Society are inviting members to play, and the coming summer meeting of the Aldwych Club golfers.

THAT the Tourist Trophy motor-cycle racing in the Isle of Man has, as usual, attracted a number of well-known personalities in the advertising line whose business interests are concerned with the pushing of the motor-bike.

THAT a number of those well-placed gentlemen who daily leave their desirable residences at Southend, Westcliff, and Leigh-on-Sea for Fleet Street are, this week, making holiday for Southend yachting week, and—

THAT among those who have steered their sailing craft to victory has been Mr. F. A. Mitchell, whose Jack Spratt was leader of its class on Monday.

THAT another advertising man has turned author, and judging by the Press notices Mr. Alfred Ornsten, whose photograph adorns the advertisements of his publisher, has produced a seller in his "Secret of the Ashes"—an attractive title although it has nothing to do with the "ashes" one reads so much about.

THAT a big extension in output of Wakefield Castrol is being arranged for by Messrs. C. C. Wakefield and Co., Ltd., of which firm Sir Charles C. Wakefield (President of the Aldwych Club) is the chief, with the opening of a new factory, covering five acres, at Hayes, Middlesex, the manufacturing home of several extensively advertised lines of national importance.

Advertise to the Workers in the
World's Pictorial News
The Paper that goes out of the beaten track



A CRASKE HALF-TONE NEWSPAPER BLOCK

5 EAST HARDING ST LONDON E.C.4
TELEPHONES CENTRAL 2602 3 LINES.

*if its
process*

Retouching

ring

Central 4682

C.D.LAWSON & CO., LTD.
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

Use the

WOMAN'S MAGAZINE

and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

Telegrams: Tracts, Fleet, London.
 Telephone: Central 3428-8429.

Photography. *Technique and Service.*
 My clients include some of the best-known publishers and advertisers. If you require good work at moderate prices, ring ...
Latchmere 4980
D. CHARLES, 50 Webb's Road, S.W.11.

THE REVIEW of REVIEWS
 IS YOUR MEDIUM FOR REACHING THE CULTURED CLASSES.
 SPECIAL DISCOUNT FOR SERIES

We Hear—

THAT Mr. Percy Watson has fully recovered from his recent operation and that he is busier than ever booking business for the *Morning Post*.

THAT one of the minor sights of the City and a delightful one at that—is the beautiful display of flowers that adds an attractive and decorative effect to the office building where Colman's Mustard and Starch have their headquarters in Cannon Street, E.C.

THAT the jubilee of the Glasgow *Evening Times* was celebrated on Saturday, when a delightfully informal leader signed by the editor was published, and a clever cartoon which could have used nothing better for a heading than "Still going strong."

THAT Mr. Norman Bower has resigned the editorship of the *Advertising World* and intends taking a holiday, sailing in the *Berengaria* this week, to be present at the Philadelphia Convention.

THAT Mr. Sydney W. Pascall, of the well-known advertising confectionery firm of that name, has been elected president of the Rotary International Association for Great Britain and Ireland.

THAT Mr. W. H. Adsett, who represents the National Co-operative Publishing Society in Fleet Street, has been speaking at a conference at Guildford, on the development of the Co-operative Press.

THAT the Old Colony Club in Aldwych, where salesmen and advertising men frequently meet, is about to open a City Old Colony Club in Fore Street, E.C.

THAT Mr. Campbell Dodgson and Mr. A. M. Hind, two of the British Museum's leading experts, are directors of a new company formed to publish periodicals relating to the study of Old Master Drawings.

THAT a marriage has been arranged between Miss Margaret Ralston Ross, of Glasgow, and Mr. C. H. D. Redhead, director of C. H. D. Redhead and Co., Advertising Service, Newcastle-on-Tyne, which is to take place at Glasgow, on June 17.

THAT Mr. E. W. Delacour, the new publicity manager of Shell-Mex, Ltd., has settled down in his new quarters, and that he is evolving some striking new ideas for Shell oil and petrol.

THAT some people expect us to apologise for the amusing misprint under the graph on page 334 last week, when the word "emoluments" appeared instead of enrolments.

Put **I**deas in your campaign
 It sells in the home

Advertiser's Weekly
Friday, June 18, 1926

THE EMPIRE MARKETING PLANS

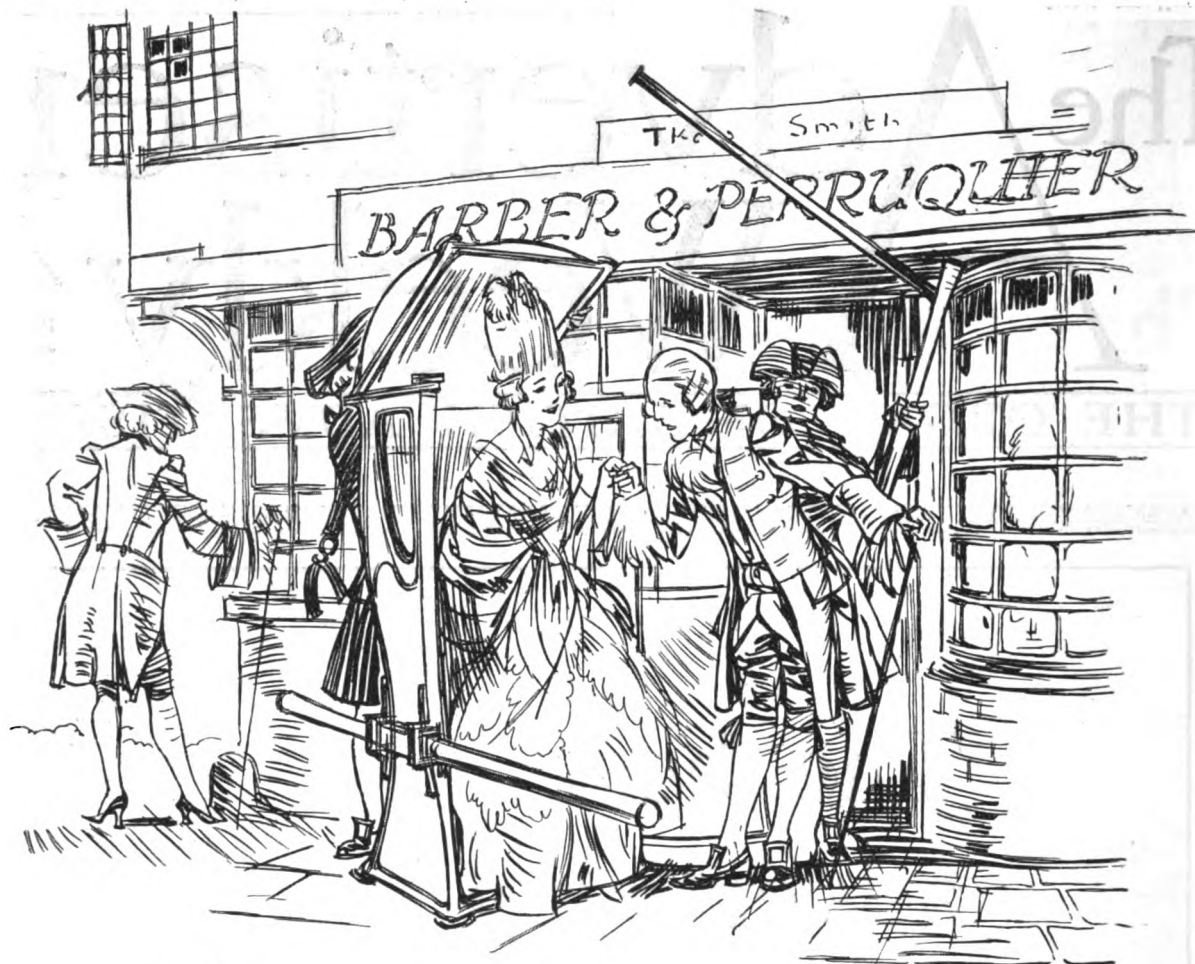
The Advertiser's Weekly

4^D A COPY
20' a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

The best
advertising
always appears
in—"PUNCH"
—"the paper that
is England"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80 Fleet Street, London,
E.C.4



The Hairdresser

The NEWS OF THE WORLD, with its net sales of more than 3,000,000 copies per issue, has over 9,000,000 readers, amounting to one-fifth of the total population of the British Isles.

Naturally it is bought by **at least 4,043 of the proprietors of the 20,218 hairdressing establishments that serve this huge and responsive market.**

Because so many of them and their patrons read it, advertisers of branded goods find the NEWS OF THE WORLD of unparalleled effectiveness for a simultaneous appeal to both public and trade.

NEWS OF THE WORLD

Advertisement Department
6, BOUVERIE STREET E.C.4.

**TELL MORE
SELL MORE**

Everything we do "tells."

IMPERIAL
ADVERTISING AGENCY
(F. J. McGloin, Controller).
Walter House, Bedford Street,
Strand, London, W.C.2.
'Phone: Gerrard 9237.

The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

**TELL MORE
SELL MORE**

Everything we do "tells."

IMPERIAL
ADVERTISING AGENCY
(F. J. McGloin, Controller).
Walter House, Bedford Street,
Strand, London, W.C.2.
'Phone: Gerrard 9237.

Vol. 50

FRIDAY, JUNE 18, 1926

No. 680

The Week in Advertising

Imperial Economic Committee's Report—Advertising and Marketing Empire Goods

SELDOM, if ever, has any Government Committee issued a report that was at once of so much interest to the business community and so constructive in its comments on business methods as is the case with the third report of the Imperial Economic Committee. We believe this to be the first time in our history that any considered opinion on advertising has figured in a public document issued by His Majesty's Stationery Office; it is the first time that modern marketing methods have come under review officially; and it is certainly the first time that the creation has been recommended by a Government spending department which is, basically and essentially to be a business undertaking, run by business methods for business men.

We say "recommended" although in actual fact the new Department, the Empire Marketing Board, is now in existence and has met to settle the preliminary details of its work. It is not, however, quite fully confirmed in power, as its existence, constitution and functions will be considered by the Imperial Conference in the autumn. We do not imagine, however, that the result of those deliberations will be anything but the confirmation of the Board's creation.

The Empire Marketing Board is a departmental committee presided over by the Secretary of State for the Dominions and Colonies, and it is a business body charged with the outlay of £500,000 in the current year and thereafter £1,000,000 annually on the development of the marketing methods employed in connection with home and overseas produced foodstuffs.

Advertising will play a great part in its activities, and since Mr. W. S. Crawford served on the Imperial Economic Committee of which the Board is an offshoot

(rendered necessary for constitutional reasons in the United Kingdom) we assume that he will also serve on the Board and that his experience will be available in the consideration of the many advertising problems which, as the Committee foresees, must arise in the work of the Board. The Committee's report, which is summarised elsewhere in this issue, is eminently sound on the principles to be observed in this matter of

marketing Empire produce by the aid of publicity campaigns.

There is a great deal to be done. The Committee shows that in the last twenty years the value of the imports of fruit has increased at nearly three times the rate of imports of breadstuffs and at nearly twice the rate of the imports of meat, yet more than three-quarters of the fruit imports into the country are still from foreign countries and less than a quarter from the Overseas Empire.

"It is our deliberate opinion that the greater part of the fruit now derived from foreign countries, with the exception of grapes and oranges for winter consumption, might at no very distant date be obtained from British sources."

That is the committee's comment on the existing state of affairs. And they show the other side of the picture when they add:

"The result of such an expansion of the market in the United Kingdom for Empire fruit would be seen in a corresponding growth in overseas markets for manufactured goods, owing to the development of important districts in various parts of the Empire which are suitable for the production of fruit and other crops appropriate to intensive farming."

Therein is the core of the whole matter. Inter-Imperial trade is not only a matter of the housewife of Torquay or Ardrossan buying Australian apples or Cape gooseberries. It is a matter of reciprocal growth, of interchange, of mutual benefit.

For that reason the work of the Economic Committee is of vital interest to every working citizen of this country and the successful functioning of the Marketing Board is of prime importance to every wage-earner. The part that advertising will play in this development during the coming years is at present beyond the understanding of the average citizen, but those of us who are close to the work realise that national work of the utmost value to our own and to future generations is being entrusted to us.

Next Week

you will receive free

"Advertising Display"

for July.

*This new Supplement will be a
44-page issue containing:*

"Vital Points in Poster Design," by R. P. Gossp

"On White Space," by Francis Meynell

"The Elephant in Crepe de Chine," by A. S. Wildman

"The Pale Tint and the Freak Shape," by H. C. Ferraby

"Les Petits Flacons," by Fernand A. Marteau

"Giving Life to Line," by F. W. Isern Smith

"Secrets of the Kingfisher Window," by a Display Expert

"The Month on the Hoardings," by John G. Gray

MARKETING PLANS FOR THE

Report of the Imperial Economic Committee

General Principles of Advertising laid down for Outlay of the Government's £1,000,000 Grant

"The development of the resources of the Empire through the marketing of produce is a vast and coherent business and must be so envisaged."

THESE are almost the last words of the remarkable third report on the marketing and preparing for market of foodstuffs produced in the overseas parts of the Empire which has just been issued by the Imperial Economic Committee. The report, though it deals specifically with fruit, is in addition a critical survey of marketing and publicity methods throughout the Empire, and the use of the word "business" in the sentence which we quoted above is symptomatic of the manner in which the Committee has approached the subject.

The Report makes public for the first time the recommendations of the Committee in regard to the outlay of the money which has been voted by Parliament for the publicity campaigns for increasing the sales of Empire produce.

The Publicity Scheme

They are as follows:—

In the first place, any publicity undertaken on behalf of His Majesty's Government must be on a high plane. Its object will be to make the people of the United Kingdom realise the economic importance to themselves of the British Empire. Our conception of the campaign is that it shall be on a national basis. The moment it became identified with a political party it would be shorn of the greater part of its value and effect.

It must not be suggested to the purchaser in the United Kingdom that he must show a preference for the produce of the Dominions and Colonies because of any obligation arising out of vague sentiment. The buying of Empire produce must be based upon sound business reasons; the reaction of such buying upon the markets for Home-manufactured goods should be demonstrated. The employer and employee alike must be shown what the Empire means to his business or his employment; the housewife must be made to realise what it means to the family budget on the incoming as well as on the spending side. Further, there must be no exaggeration and no appeals which are false either in fact or in sentiment. Sincerity must be the keynote. The Executive Com-

mission, now called the Empire Marketing Board, must avoid taking responsibility for statements as to the quality of goods. Such statements as that "British goods are best" should be avoided. The consumer must be left to judge for himself as to the intrinsic merits of the goods which are offered to him. Appeals should be addressed primarily to intelligence, and not to prejudice. This does not mean that imagination must be neglected; all the media which art can supply must be utilised. And further, as we have already said in our First Report, particular brands should not be advertised by the Executive Commission; this should be undertaken by the trade itself.

Transfer of Custom

It must be realised that something more is contemplated in the campaign which we are advocating than merely to increase the general fruit consumption of the country. The object of the publicity conducted by the Executive Commission must be to transfer the custom of the United Kingdom, as far as may be practicable, from the foreigner to the Home and Empire fruit grower. This object must be clearly defined and kept steadily in view. In the case of fruit, unlike most other foods, there is a legitimate secondary object, namely, to increase the total consumption, but the publicity which is designed for this purpose must be so conducted that the benefits shall in the main inure to the Home and Empire producer.

Co-ordinating Supplies

In planning the general campaign of educational publicity the Executive Commission will have to co-ordinate all the factors involved. It is clearly useless to advertise on a large scale goods whose supply is limited in quantity. It is essential that advertisement and supply shall be correlated. Moreover, we regard the publicity campaign not as separate and self-contained, but as the final stage of a scheme for the encouragement of the consumption of foodstuffs produced within the Empire. It no longer requires demonstration that advertising in the Press is a motive force of immense power. But it is only when efficiency has been achieved by all the parties concerned that this force can be applied with the certainty of success. We need hardly repeat that all

schemes for publicity must be dependent upon proper indications of origin easily understandable by the purchaser.

When a special scheme of publicity is in view the producers through their organisations must be informed in ample time in order that they may be stimulated to pay attention to the quality, grading, and packing of the goods which are to be advertised. The interest of wholesalers must be enlisted and there must be preliminary notice given to the retailers. We have been informed that one of the defects in preparation for some of the Empire Shopping Weeks has been that inadequate notice was given to retailers, who had already laid in stocks of foreign commodities. When discussing methods of identification we shall suggest to the Executive Commission the desirability of the issue for use by the retailer of standard forms of labels indicative of origin which shall be easily recognisable by the public. Information pamphlets should also be supplied for distribution to his customers. It is only when all these points have been attended to in due time that special appeals deserve to succeed.

The Local Interest

The consumer must be approached both on imaginative and on economic grounds, but these need not be separate. An argument may be presented in a group of pictures. Special care must obviously be taken that such appeals do not go over the heads of the people to whom they are made. The argument must be addressed not to the man in the street, but to the man in the Sheffield or Coventry Street. When the advertisement is in the newspapers and on the walls of Sheffield, the fruit grower in Canada must be represented as purchasing not merely British, but Sheffield cutlery. When the appeal is to the people of Coventry, the motor-car of the Australian fruit grower must be not merely of British, but of Coventry make.

We contemplate that in addition to advertising over the whole country there will be in certain cases special local campaigns. These will have regard to fruits which are available from the Empire in too limited quantity to justify an expenditure upon advertisement sufficient to make an impression upon the whole population. Were it desired to build up a trade in some new Empire product, the obvious course would be to select a suitable area within which to operate with special concentration during the first season or two. Such an area would be chosen as had a daily Press of its own and a population likely to buy the

PRODUCE OF THE EMPIRE

kind of produce in question. From such an initial area the scheme would expand in proportion to the growth of the supplies.

The Executive Commission will no doubt test many methods before it decides which are the most suited to particular conditions, particular areas, and particular commodities. Moreover, it will be constantly changing its methods; it will always be faced with the competition of foreign interests ready to exploit those ideas which the Commission may have proved to be successful. We are far from minimising the difficulties with which the Executive Commission will be faced in carrying out its unprecedented task, but we believe that these difficulties will be overcome, provided that the due correlation of organisation, identification, and publicity is secured.

Identification

On this question of identification the Imperial Economic Committee makes the following suggestions:—

We must be content to indicate what we regard as a complete form of label at the time of retail sale. It will be open to the Executive Commission to set the standard by the issue of labels satisfying and perhaps more than satisfying the requirements of the law.

We should regard any label as adequate for the purposes of the scheme which we have outlined if it were in one of the forms which we exhibit:—

EMPIRE PRODUCE.	FOREIGN PRODUCE.
EMPIRE PRODUCE. New Zealand.	FOREIGN PRODUCE. Spain.

In the separate reports which we append on the several different fruits we set out our recommendations in detail in regard to marking. In shaping these recommendations we have sought not to impose on the retailer duties which he cannot easily perform. In each case where we have recommended marking of the fruit when exposed for sale we have satisfied ourselves that the retailer has means of knowing the origin of the fruit.

Label Designs

In order to assist the retailer in introducing the new system we recommend that the Executive Commission should distribute labels bearing the words "Empire Produce" and "Foreign Produce" in the form suggested above. The label for Empire goods might be printed in blue on a white background with a red border. If it was thought desirable there might be an Emblem upon the Empire label. Whether this and other expedients may or may not be practicable must be left to the decision of the Executive

POINTS IN THE REPORT

Government publicity must be national and not identified with a political party.

Only business reasons will persuade the people to buy and continue buying Imperial produce.

Advertisement and supply must be correlated.

The publicity campaign is the final stage of the scheme for increasing inter-Imperial trade.

Advertising must have a local as well as a general appeal.

Identification of Empire produce in the shops must be achieved by simple means.

Commission when they have obtained the necessary experience.

There is an important point which is made clear in the Report, and that is the exact relationship between the Imperial Economic Committee and the newly constituted Empire Marketing Board (originally and tentatively named the Executive Commission).

Parliamentary Responsibility

The Committee is a body representative of all the Governments of the Empire and responsible to all of them through their respective representatives. But the money which is to be spent on research, publicity and other matters involved in the recommendations of the Committee is voted by the British Parliament only and the expenditure of it must be under the control of Parliament.

The Empire Marketing Board has therefore been constituted, with the Secretary of State for the Dominions and Colonies as Chairman, to carry out the recommendations of the Committee, to expend the money, and the Secretary of State will be the Minister responsible to Parliament in the matter.

Limited Powers

The Committee say in their Report: During the progress of our inquiries we have again and again been faced with the difficulty that we are able to proceed only up to a certain point, and that some executive action is necessary before the data can be obtained upon which to frame

definite schemes for recommendation to the Governments to whom we are responsible. For example, in our separate Report on Bananas we have made interim proposals both for organisation and research. The outcome of these will, we hope, justify the recommendation of much more important steps forward. The same is true in regard to publicity in the United Kingdom. Not even experts can foretell with any certainty, until it is tried, what will be the result of a given method of appeal.

A Fruitful Link

For this reason we feel that the linking of such an Executive Commission with the Imperial Economic Committee, should it be decided to continue the existence of that Committee, would be a business-like and fruitful arrangement.

The Executive Commission would thus be the organ whereby general principles laid down by the Imperial Economic Committee would be translated into action. There would then exist side by side a body charged by the Governments of the Empire with the duty of proposing policies and a body charged by the Government of the United Kingdom with the duty of implementing those policies in so far as they were accepted by that Government and involved action by that Government.

Vast Business

We contemplate that the Executive Commission will co-ordinate all the elements of a marketing policy, throwing its weight now on this and now on that according to circumstances. It is for this reason that we have laid stress on the independence of such a Commission, alike as regards its members and the conditions attaching to the grant which it will administer. No report such as the present can foresee all the practical details upon which the success or failure of the whole enterprise we have in contemplation will depend. The development of the resources of the Empire through the marketing of produce is a vast and coherent business and must be so envisaged.

AUSTRALIAN ADVERTISING Encouraged by Labour Premier

In order to make Australian goods better known, the Honourable J. T. Lang, present Labour Premier of New South Wales (Australia), is willing to make available £10,000 on the condition that the Australian manufacturers and vendors will spend the same amount in advertising Australian goods in the Press in full-page spreads. This money must, however, be expended over the usual advertising expenses. The Premier is doing this because he thinks Australia is importing too much, not only from the United States, but also from England.

The present Labour Premier of New South Wales believes in patronising goods "Australian made." In fact, because of his belief, he is prepared to give a preference of 30 per cent. for local production over foreign, and a preference of 20 per cent. over British.

Advertising revenue will be made available for the first time in Australia by a Labour Premier.

Thorny Points in Postal Publicity.

Deductions from Returns from a Postal Shot

By Max Rittenberg

A VERY large sum of money is wasted annually overill-judged mailing shots, sent out optimistically without a real knowledge of the conditions which make for successful results. So much by way of warning to the uninitiated before we discuss "results."

There's always a thrill in the sending out of a postal shot, and wondering whether it will prove a winner or a wash-out.

Remarkable results frequently happen—in both directions. Either the mailing shot unexpectedly and almost unaccountably turns out a "dud," or the returns come in faster and bigger than anyone anticipated.

Men experienced in postal publicity get the "feel" of the response very quickly from the first returns.

With a plain offer of goods not limited by time, the response during the first week will definitely indicate success or failure. Suppose one sent out a shot of 10,000—a plain offer of goods, presented with reasonable clearness and pleasant display—and the results of the first week were as follows:—

Feb. 2.—Mailing date.	
" 5.—10 orders.	
" 6.—18 "	
" 8.—20 "	
" 9.—8 "	
" 10.—6 "	
" 11.—5 "	
" 12.—3 "	

Total { 70 orders for first week.

The deduction from this would be "failure"—total response will be probably less than 90, certainly less than 100, under 1 per cent. A few orders may trickle in months later, possibly even a year later (as I could instance from many actual postal campaigns), but the total is *certain* to be disappointing.

The Stamp Problem

Now, many people unfamiliar with the thorniness of postal publicity might be inclined to say: "The envelopes weren't opened, because they were sent under $\frac{1}{2}$ d. stamp. If we send out another circular under $1\frac{1}{2}$ d. stamp, the response will be very different." Or they may say: "The people who received our circular couldn't have *understood* it. If we send them another folder explaining more closely, there will be a much better result."

Assuming that the first shot was reasonably explanatory and fairly well presented, my own deduction

(from experience) would be very different. It would be: "The envelopes were opened. The circular was read—or, at least, glanced over. The people who read it understood it sufficiently. But they were NOT INTERESTED. Either the goods, the prices, or the angle of buying appeal is wrong. It will be useless to send out a follow-up telling the same story. The results from it will be even poorer."

Analysis that Helps

In a case like this, one has to dig very thoroughly into the proposition—cross-examine a set of prospects verbally; or write them a letter, asking for their point of view as a favour (reply envelope, ready-stamped, of course, enclosed); or otherwise examine into prices of competitive goods and methods of buying on the part of the prospect. Out of this "market analysis" it may be possible—it often is—to devise a very different type of mailing shot, which will sell the goods successfully instead of unsuccessfully.

But the big point is: The prospect has answered by his silence—"Not interested."

If he were really interested, the figures of returns would run along a different form of "time curve," such as:—

Feb. 2.—Mailing date.	
" 4.—3 orders.	
" 5.—29 "	
" 6.—48 "	
" 8.—96 "	
" 9.—86 "	
" 10.—63 "	
" 11.—38 "	
" 12.—45 "	

Total { 408 orders for first week.

And probably the total of orders will run to 600 or 700, giving a percentage response of 7 per cent.

But if the offer of goods has a limiting date attached to it—such as, orders at the special price must be received by the last day of the current month, then it frequently happens that the big response comes during the last few days of the time limit.

Not only will people procrastinate, but more than that, some of them will be certain to *run over* the last day.

It is an absolutely safe bet that if your offer is limited by time you will receive replies, one, two or three days too late. A firm with a reputation to maintain for living strictly to its printed word will reluctantly reject these "too late" orders, and return the money—otherwise, the

confidence of customers will be impaired towards any special offers in the future.

Weather, strikes, national mourning or big political events undoubtedly influence returns from postal shots, altering both the total of orders and the rate at which the orders rush in or trickle in. I have seen a big political event, rousing national enthusiasm, rush up returns from a mailing shot nearly tenfold as compared with the week before; and then the returns fall rapidly the week after, when enthusiasm was cooling off!

Such outside influences are usually beyond the control of the advertiser; but not always. For example, it is a certainty that a big and spectacular fire will occur some time in the year in a large city. Insurance people have been known to get ready a circular on fire insurance, and have it all ready for mailing, even to the stamps on the envelopes, for the moment when the newspapers blazon the news of the great fire.

A similar form of "intelligent anticipation" of the event and the right moment is possible in other lines of business—and it is a certainty that response will be far bigger if the right moment can be seized, before the popular emotion has cooled down.

BRITISH POSTER DESIGNERS AT WESTMINSTER

Interesting Examples in the "Morning Post" Show

SOME hundred or more posters, exhibited by the Society of British Poster Designers, provide a very interesting feature at the *Morning Post* Decorative Art Exhibition at the Central Hall, Westminster, which remains open until June 26.

On the four sides of each of the pillars in the big hall are shown posters by well-known artists, and although the work can hardly be called representative it is certainly of considerable interest.

This poster section of the exhibition might be called the Underground and McKnight Kauffer Show, for it is safe to say that at least 30 per cent. of the posters are executed for the Underground Railway, and Mr. Kauffer's work is exceedingly prominent. While his posters for Eastman's and the Underground are typical of his work—arresting and compelling—yet it can hardly be said that his best or latest work is shown.

Some excellent work for the Underground and 'bus service is exhibited by D. Burroughs, whose lifelike pictures of the inhabitants of the Zoo have been familiar for some time, and by C. W. Nevins.

"Outings on the L.N.E.R." is a typical Gladys Peto poster, for it has that dainty and "fairy-like" air that appeals at once to children and adults. Posters for the Building Exhibition and 232 Flannels by Aubrey Hammond are interesting on account of their boldness and clarity.

There are also some very good posters shown by George Sheringham, including two delightful pictures for the Underground, one called "Up River" and the other "Kenwood." The effect of light and shade is interesting and effective.



A group of delegates on board the "Berengaria." Behind (reading from left to right):—Mr. Norman Bower, Mr. E. N. Illingworth, Mr. Wallace Attwood, Mr. C. G. Bernstein, Mr. A. C. Douglass, Mr. W. H. Veno, Mr. Victor Salter, Mr. E. Hope Prince. In front:—Mr. Herman Baekert, Mr. T. Philpot, Mr. Frank E. Webber, Mr. G. Russell Chapman, Lt.-Col. Lawson, Mrs. Lawson, Mr. W. M. Teasdale, Sir William Veno, Mr. R. A. Cowtan, Mr. W. Conor

Off to Philadelphia

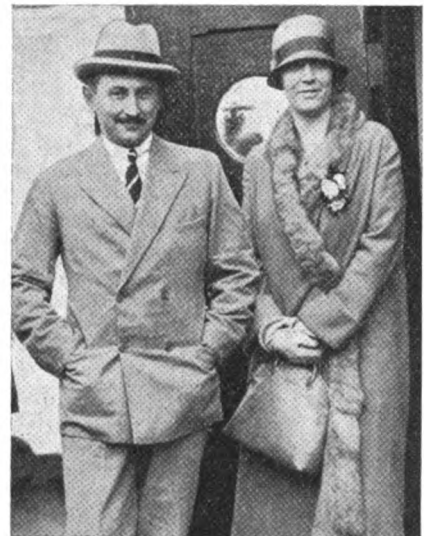
REAL enthusiasm marked the departure of the British delegation for Philadelphia from this country on Saturday last. Both at Waterloo and on board the *Berengaria* at Southampton, there was a cheery atmosphere of farewell, the only sadness being among those who would have liked to have been going with the delegation and were unable to do so.

The scene on the platform at Waterloo was animated long before the train drew in. Prominent men and women in the advertising profession were early astir, and the special coaches reserved for the delegation were surrounded by a laughing cheerful crowd within a few moments of the train coming alongside the platform. Mr. Harold Vernon, the vice-president of the Association, was there to give an official send-off to the party. The Regent

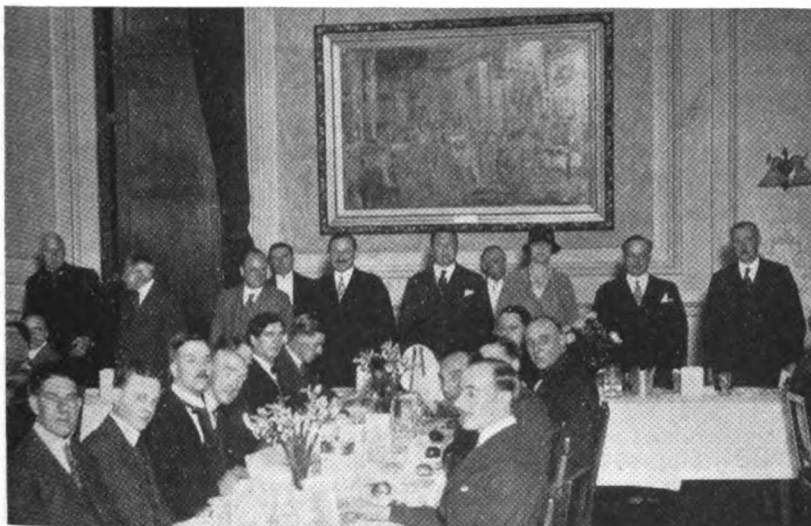
Club sent a big party to represent them, the London Publicity Club was there, and many individual well-wishers also crowded round. Lt.-Colonel Lawson was waylaid by interviewers and photographers, and two or three group photographs were secured before the warning whistle from the guard broke up the gathering and sent the delegates to their carriages.

At Southampton there were a number of leading local advertising men on the quayside to greet the party and although there is no local Publicity Club as yet, a few ardent spirits who hope to organise one, had come down to meet the leaders of the club movement in this country.

The *Berengaria* has taken delegations to American Advertising Conventions before, but many of this year's party have not crossed before, and the great



Lt.-Col. Lawson and Mrs. Lawson on board



The farewell Luncheon. Many of the delegates were seated at the centre table, and at the top beneath the picture presented by Sir Charles Higham were:—Mr. Horace Imber, Mr. Wareham Smith, Mr. W. S. Crawford, Lt.-Col. Lawson, Mr. C. Harold Vernon, Mrs. Lawson, Sir Charles Higham and Captain Allan Stewart, the painter of the picture

ship attracted their attention immediately, though they soon discovered that the hour before sailing was not nearly long enough to give them even an inkling of the ship's wonders.

Up on the sun-deck (though there was not much sun) the whole party was brought together for a final photograph, and then the warning gongs sent visitors ashore. The broken weather cleared for the final moment of departure, and there was bright sun dancing on Southampton Water as the ship was tugged out from her berth and swung into the stream for her voyage. The delegates clustered along the side of the promenade deck cheered and the friends on the quayside waved. There was one loud bellow from the great syren of the ship. The delegation was "off to Philadelphia."

A CHEERY SEND-OFF

A FAREWELL luncheon to the delegates was given at the Hotel Cecil on June 10 by the Advertising Association, with Mr. C. Harold

(Continued on page 438)

National Publicity for Jewellers

Sir Lawrence Weaver Explains the Campaign

AT the concluding day's proceedings of the National Association of Goldsmiths' Annual Conference, at Oxford, last week, Sir Lawrence Weaver (Director of the London Press Exchange) addressed the delegates on "National Publicity."

Sir Lawrence explained the details of the campaign which is to be conducted by the jewellery trade of Great Britain, utilising the compelling slogan "Gifts that Last," beginning with the early autumn.

Fighting Competition

He said he was certain they were all convinced of the beneficent force exerted by advertising in their own particular businesses. They were not, perhaps, so fully acquainted with the value of co-operative advertising for the benefit of an industry in its entirety. The science of co-operative advertising was that it should be directed solely to the support of the entire industry and not in order to benefit individuals or a group of traders. It was a form of publicity still in its infancy in this country but which in America had attained considerable dimensions and value. It began in England with the gas industry. They might say, of course, that they as jewellers were in a different position from that industry inasmuch as everyone to some extent used gas whereas the jewellery trade appealed more to the luxury instincts of the people. Actually they would be wrong in that estimation as the gas industry had been faced with the powerful competition of electricity practically throughout the time it had conducted its publicity campaign, a period of thirteen years.

The facts were, however, that in the first five years of the campaign gas consumption went up by 4,500 million cubic feet per year, but as the campaign got a firmer grip of the people's minds the increased consumption was 7,000 million cubic feet while in the last ten years it

topped the 10,000 million mark, and that at a time when the electricity industry was making very considerable headway.

The gas industry was now increasing the amount of its levy upon members with a view to making the campaign still more valuable.

The optical trade had been conducting a campaign and although he knew nothing of the politics of the optical industry—which had engaged so much attention at their and other people's hands—nevertheless, he did know the results had been very satisfactory both in arousing the attention of the public and in tightening the organisation and services of the craft.

He was there, not only at the invitation of the National Association of Goldsmiths, but also at the request of the National Jewellers' Association, and the present position of the jewellery trade was something they knew more about than he did. It was clear, however, they were suffering from the competition of many other things, motor-cars, sports, etc., while it was a belief that women's dress did not lend itself so much to adornment as formerly.

It was also often stated that silver plate, because it required cleaning, etc., should be dropped in favour of glass, which was to his mind a damnable heresy.

The jewellery trade suffered also because the opinion had got abroad that anything in the way of a lavish display was bad form; that it offended the mentalities of a certain group of extremists who wanted to run the country for us. It was, however, apparent that jewellery could be used in a dignified and proper manner while all the time the people were buying something which retained its value—a point which could not be made of many other purchases.

Thus there was a special characteristic to the jewellery trade which lent itself to an advertising campaign.

There was no special virtue in advertising, however, unless it produced results. It must aim at not only increasing the prestige of the industry, but also getting business for those engaged in it. The question was whether a co-operative campaign conducted in the most anonymous manner possible would be successful. The experience of America where the trade had conducted a campaign made it amply clear that success could be achieved.

To his mind, if there was one thing the manufacturers, wholesalers and retailers could combine in, it was in a co-operative advertising campaign to increase the public esteem of jewellery and plate. As he understood the position the wholesalers and manufacturers were convinced that the campaign could be proceeded with with vigour, but that there was doubt regarding the view of the retail trade.

Co-operative Successes

Altogether the firm with which he was connected were responsible for nine other campaigns, and the significant fact was that with the exception of two it had been decided not only to go on but to increase the scope of the campaign. In the two instances mentioned, unfortunately, there had been a quarrel between the parties concerned. He wanted to point out, therefore, that if they were not going to get unanimity and loyalty to the cause then it was as well they dropped the scheme right here and now. There was no benefit to be secured from a half-hearted campaign as in that case it would be as profitable to pour their money down the drain.

Co-operative advertising had to be done well and consistently; too much must not be expected the first year. In fact, unless they were prepared to run the campaign wholeheartedly for at least three years his advice to them would be to stop. The Committee responsible for the campaign had already collected £5,000, but they had wisely decreed that unless the campaign fund reached £10,000 it was no good going on. The committee ought to start not later than the early autumn as that would affect the Christmas trade in a very beneficial manner.

Papers with a nation-wide circulation and a world-wide reputation. Readers who can buy your goods, not consider them a luxury. A complete Dutch campaign.

"Algemeen Handelsblad" (Amsterdam)
 "Nieuwe Rotterdamsche Courant" (Rotterdam)
 "Nieuwe Courant" "Het Vaderland" (The Hague)
 "Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives:—

**THE OVERSEAS PUBLICITY & SERVICE AGENCY,
 9, QUALITY COURT, CHANCERY LANE, LONDON, W.C.2**

Manager—G. D. YOUNG

'Phone : Holborn 5628.

Telegrams : "Egyptadco."

(Solely Publishers' Representatives—Not Advertising Agents)

"The Remedy is simple"

"You see, Sir," says the Garage Foreman, "if you cannot climb that hill on third gear, there must be something wrong with your fuel. For I know your car is in first-rate order. I would suggest that you avoid the cheaper fuels. Get a proved brand. It may cost a little more, but it will be worth it. I am quite sure your troubles will stop."

"BP"
The British Petrol

"Use a petrol that vaporises readily"

"The point is, Sir," says the Garage Manager, "that the fuel you are using does not vaporise quickly enough. You are in consequence damaging your batteries. Easy starting is the simplest thing in the world. Use a pure petrol that vaporises readily even on cold mornings. BP will make all the difference. I recommend you to try it."

"BP"
The British Petrol

"All the acceleration you want"

"There is no question about it, Doctor," says the Garage Manager. "You car is in perfect order. Don't blame your engine if it will not pick up quickly. You yourself often recommend your patients to change their diet. I will suggest you to change your diet up quickly. Run on B.P. and you will get all the acceleration you want. The racing men use it. And they know."

"BP"
The British Petrol

British Petroleum Co. Ltd., Brompton House, Manchester, E.C. 4, Dursley, Devon

A Change of Diet—and of Campaign

One specialised advertisement that started a series in 700 publications—B.P.'s Remarkable Experience—The Doctor's Tonic for Everybody

By L. Lewis

JUST as the human system, through strain and overwork, sometimes becomes disordered and needs the stimulation of a change of diet, so the internal organism of a car may develop symptoms that necessitate an altered regimen in the form of a new petrol.

This is the argument cleverly used in the campaign for B.P. petrol which is now running in the Press throughout the country.

For the Doctor only

When the idea was first conceived, it was decided to commence a series of advertisements in the medical journals only, appealing to the doctor in his own language and from his own point of view. The question of the form which these advertisements should take was carefully considered and, since it was thought that a two-sided conversation would detract from the dignity and good taste of the copy, it was arranged that the garage manager, or foreman, should be depicted giving sound, practical advice to the doctor on treating the ailments of his car.

The services of David Jagger, the well-known portrait painter who has just returned to commercial art, were secured for this series by Publicity Arts, Ltd., and he produced his first sketch showing the doctor leaning against his car, while the garage manager diagnosed the trouble.

The copy-writing was cleverly conceived. "There is no question about it, Doctor," the garage manager says. "Your car is in perfect order. Don't

blame your engine if it will not pick up quickly. You yourself often recommend your patients a change of diet. I recommend you to change your fuel. Run on B.P. and you will get all the acceleration you want."

This copy was so successful and so attractive that Mr. McMinn, the advertising manager of the British Petroleum Co., Ltd., saw in the idea the possibilities of a big national campaign, not limited to the medical profession only, if the copy were slightly modified.

That, in effect, was the plan adopted. Jagger (as he signs his commercial drawings) produced five more excellent sketches showing the garage manager talking, not to doctors, but to members of the public at large. One advertisement explained that easy starting was not the difficult problem some people imagined. All that was necessary was to obtain a petrol that vaporised readily, even on cold mornings. A petrol that did not vaporise quickly was damaging the batteries. In another conversation the garage manager explained that there must be something wrong with the fuel—not the engine—if a car refused to run up a hill (shown in the picture) on third gear. In yet another advertisement the garage manager explained that the trouble with the car in question was that there had been excessive carbon deposit, which accounted for unsatisfactory running. "The remedy is simple," he says. "I will see that your carburettor is properly set, and I would suggest that you try B.P. and keep to it."

Thus the copy not only advertised B.P., but also explained the reason for technical difficulties encountered in the driving of a car. It was educational copy that was calculated to prove of real interest to the owner.

Since this campaign started, reports have been received from the company's 600 depots throughout the kingdom, stating in most cases that the advertising has had an excellent reaction on customers. People have, in some instances, called to ask whether this brand of petrol will really obviate the troubles described in the copy. Further, statistics have been collated in connection with the brands of petrol cans seen on the steps of cars, and it has been ascertained that, since this campaign commenced, more B.P. petrol cans have been seen than ever before.

All-England Campaign

In addition to the striking appearance and educational value of the advertisements, some of their success is probably accounted for by the very thorough manner in which the campaign has been carried out. As well as the 9 in. triple column series we have mentioned, the company has been running small 3 in. single column advertisements to keep the name permanently before the motoring public, together with occasional full front pages in the London dailies.

Altogether, nearly 700 publications are being used for the campaign. This includes 321 daily and weekly papers in the United Kingdom, and in addition, the programmes, race

(Continued on page 438)

Sheldons Ltd

Advertising Service on the Open Contract System

As Service Advertising Agents and Service Billposting Contractors we are giving a complete service on a number of accounts, including one of the largest advertising accounts handled by any agency out of London.

No cut - rate Work

We do not cut commissions or cut rates, but tender for all business on a Service basis.

We do not charge less than London Advertising Agents. We charge more.

Unlike other open - contract agencies, we do calculate our commission on the actual sum paid to newspapers or billposters, not on the gross value of the space.

Investigate our Service

Our new premises, built to our own design, house a model advertising agency combined with a model billposting contract agency and a practical billposting business. Advertisers are invited to call us up or to send for an accredited representative.

**Sheldon House
Queen Street
LEEDS**

B C M/4 ADS

Ad. News in Brief

Two Deaths—Business Changes—Clever Copywriting—Advertising on Tramway Posts—G.P.O. "Dry" Posters

B.I.F., 1927

The 1927 British Industries Fair will be held simultaneously at the White City and Castle Bromwich, Birmingham, from February 21 to March 4. The advertising of the Fair has again been entrusted to C. F. Higham, Ltd.

The A.A. Committee

At a meeting of the Executive Committee of the Advertising Association, held on Thursday of last week, Mr. W. S. Crawford was unanimously co-opted a member of the committee.

Death of Mr. F. W. Giles

We regret to learn that Mr. Frederick William Giles, formerly manager of the advertisement department of the *Morning Post*, died on Wednesday of last week at his home in Finchley at the age of 66. Mr. Giles, who was the son of Giles Giles, formerly well known as an advertising agent, joined the advertising staff of the *Morning Post* in 1899, and retired 23 years later.

Previously he had been London manager of the *Birmingham Post*. Fleet Street and Freemasonry were well represented at the funeral at Golders Green.



Change of Address

Messrs. Newton and Company have removed to new offices at 110-111, Strand, London, W.C. 2.

Illuminating the Placard

The familiar sign of His Master's Voice has been erected as an illuminated heading to a Halifax agent's placard announcements.

Mr. H. E. Moody Dead

The death is announced of Mr. H. E. Moody, J.P., chairman of the *Staffordshire Sentinel* company and a well-known Northern business man.

New Move

Mr. A. Smallwood, for many years associated with Messrs. Wills, Ltd., and latterly with Fas Publications, Ltd., has been appointed by Messrs. Mallinson and Richards to represent them on various papers.

Mr. Crowther at Dorlands

Mr. G. R. Crowther, who was connected with the inception and development of the propaganda scheme of the Rubber Growers' Association, has recently become associated with the Dorland Agency. Prior to joining the Rubber Growers' Association, he was in the Government service, and was identified with propaganda for the Ministry of Health and other Departments.

Popularising the Product

At the annual meeting of the manufacturers of Bermaline bread and the new Berina infants' food and malted milk, it was stated that the sales of these products, the advertising of which is carried out by the Courtman Stock Advertising Service Agency, Ltd., Leeds, are constantly increasing.

Dublin Move

Lynch's Advertising Service has moved to larger premises at Gainsboro' House, 24, Suffolk Street, Dublin.

Joins Horne Bros.

Mr. S. Layton McCann, late of Swan and Edgar, and previously with C. F. Higham, Ltd., has been appointed general publicity manager to Horne Bros., Ltd., the well-known men's clothiers.

Tramway Posts Barred

The committee considering the Halifax Corporation Bill, now before Parliament have struck out a clause empowering the Corporation to use tramway posts for the display of advertisements. The Minister of Transport gave as his reason the possibility of increasing the obstruction necessarily caused by the posts.

Natal Changes

Mr. C. B. di Veri, advertisement and circulation manager of the *Natal Witness*, Pietermaritzburg, resigned on May 15, and has been succeeded by Mr. T. W. Hanna, who, until August 1925, held the position of advertisement manager of the *Sunday Times* and *Rand Daily Mail*, Johannesburg.

Lese-Majeste!

One of the cleverest pieces of copywriting that has appeared recently is contained in the latest advertisement for Eno's Fruit Salt. The copy commences: "Internal Anarchy—Strange that most people who outwardly profess strong convictions on law and order should inwardly encourage rank anarchy."

No "Use More Soap"

At a meeting of the soap section of the American Grocery Speciality Manufacturers' Association a co-operative campaign was discussed, but it was decided not to approach the public on the "use more soap" line. The public, however, is to be tackled from an educational point of view, and the hygienic value of more frequent washing will be emphasised.

"All at Sea"!

Grafton Arts, Ltd., commenced their annual outing on June 5, and it lasted two days and a night on Mersea Flats. Chartering a smack the party embarked at West Mersea and sailed to Clacton-on-Sea. The return trip, the dinner at the White Hart, the belated visit to the village fair, the night of surprises and the finding of Mr. Veale at 2.30 a.m. in a dinghy, deserve passing mention. Sunday found the Blackwater full of artists out of perspective in strange craft!

Posters "Wet" and "Dry"

Advertisements for and against alcoholic beverages are to be allowed in post offices and telephone kiosks. The Postmaster-General has written to the United Kingdom Advertising Co., Ltd., as follows: "The consent given to your company on May 21, 1926, for the acceptance of advertisements relating to alcoholic liquor under your contract with the Postmaster-General covers acceptance of advertisements urging abstinence from alcohol, and cancels the former prohibition of such advertisements."



IT will subsequently be very interesting to note the number of British firms who have made progress *despite* the industrial disturbances from which we are suffering.

We venture to predict that those firms who have consistently advertised their products will loom largest.

And those who have employed the services of advertising organisations with trained, alive, vigorous producers of advertising campaigns, chock-full of the essence of salesmanship, will be in the very front rank.

OVALTINE
GIBBS
DENTIFRICE
GLAXO
VULCAN
MOTORS
ROTHMAN'S
NORTH
BRITISH
RUBBER COY
POMPEIAN
BEAUTY
PREPARATIONS
CLARK AND
COATS
MURRAY'S
MELLOW
MIXTURE
ST. MARGARETS
HOSIERY
DROMEDARY
DATES
DEL MONTE
CANNED
FRUITS
FITU CORSETS
WALTER'S
PALM TOFFEE

SAVARD BAKER & CO
Advertising from A to Z
27 Chancery Lane
London W.C.2

Telephone
Holborn
5528 (5 Lines)

Telegrams
"Sabazia, Holb.
London"

H. BURY

Berkeley Chairs are sold direct to the public. Above are selections from the boldly planned advertising campaign that keeps the Berkeley factories busy. This is Mather & Crowther service.

1920

OR COMFORT THROUGHOUT THE YEAR!

They New Year Resolutions are made only to be broken. But there is one for all home loaves will be and they send on. That is the reason the demand is so great and the output of the Berkeley Lounge Suite, will stand out clearly in their memories as the first of a long series of years of peace and ease. Through Berkeley's upholstery and built to last a lifetime, the Berkeley Lounge Suite is a money's worth of it. This is the reason the demand is so great and the output of the Berkeley Lounge Suite, will stand out clearly in their memories as the first of a long series of years of peace and ease. Through Berkeley's upholstery and built to last a lifetime, the Berkeley Lounge Suite is a money's worth of it.


ACT TO-DAY!

Berkeley LOUNGE SUITE

OUR SUPREME GUARANTEE: WRITE FOR FREE CATALOGUE. We will send you a complete catalogue of our Berkeley Lounge Suite, showing the latest designs and the many ways in which it can be adapted to your home. It is a money's worth of it.

H. J. SEARLE & SON, LTD.
Manufacturing Upholsterers,
114, 116, 118, OLD KENT ROAD, LONDON, E.C.4.

Now THIS REALLY IS COMFORT



Berkeley Lounge Suite

ONLY those who have installed the Famous Berkeley Upholstery know what a great source of comfort it is in the home. From the very first its cosy confidence makes you wonder how you ever endured the long evenings without it.

THOUGH luxuriously upholstered and built for a lifetime, the Berkeley Lounge Suite is amazingly low-priced. This is because the demand is so great, and the output of the Berkeley Upholsterers so enormous, that it has been possible to cut prices to a minimum. Send your order to-day.

Berkeley Lounge Suite

OUR SUPREME GUARANTEE: WRITE FOR FREE CATALOGUE. We will send you a complete catalogue of our Berkeley Lounge Suite, showing the latest designs and the many ways in which it can be adapted to your home. It is a money's worth of it.

H. J. SEARLE & SON, LTD.
Manufacturing Upholsterers,
114, 116, 118, OLD KENT ROAD, LONDON, E.C.4.

CASH PRICE FOR COMPLETE SUITE £18-10-0

An Expert's Opinion of famous Upholstery

THE BERKELEY LOUNGE SUITE IS THE MOST COMFORTABLE AND DURABLE OF ALL UPHOLSTERED SEATINGS. IT IS THE ONLY ONE THAT CAN BE ADAPTED TO YOUR HOME. IT IS THE ONLY ONE THAT CAN BE ADAPTED TO YOUR HOME.

The Finest Upholstery in the World

SEND ORDER COMPLETED NO

Berkeley Lounge Suite

OUR SUPREME GUARANTEE: WRITE FOR FREE CATALOGUE. We will send you a complete catalogue of our Berkeley Lounge Suite, showing the latest designs and the many ways in which it can be adapted to your home. It is a money's worth of it.

H. J. SEARLE & SON, LTD.
Manufacturing Upholsterers,
114, 116, 118, OLD KENT ROAD, LONDON, E.C.4.

Loose Covers

16/6

"A wise choice my dear - now you'll have Real HOME COMFORT"

THE famous Berkeley Lounge Suite has been the first choice of many thousands of young and happy home-makers. And as the passing years have proved, no finer furniture investment could possibly have been made. Its handsome appearance lends dignity to the home while its durability and fine workmanship ensure a lifetime of faithful service.

DEEP seated, elegantly sprung and superbly upholstered, the Berkeley Lounge Suite is the most comfortable and durable of all upholstered seatings. It is the only one that can be adapted to your home. It is the only one that can be adapted to your home.

Berkeley Lounge Suite

OUR SUPREME GUARANTEE: WRITE FOR FREE CATALOGUE. We will send you a complete catalogue of our Berkeley Lounge Suite, showing the latest designs and the many ways in which it can be adapted to your home. It is a money's worth of it.

H. J. SEARLE & SON, LTD.
Manufacturing Upholsterers,
114, 116, 118, OLD KENT ROAD, LONDON, E.C.4.

CASH PRICE FOR COMPLETE SUITE £18-10-0

Direct Selling

Mail order advertising must produce instant results. Experience and knowledge are needed to plan a campaign which will start a steady stream of orders *at once*.

Mather and Crowther service does this, as the Berkeley mail order advertising shows. But this is only one phase of our broadly planned service. There are many others, each one fitted to a business need. To select the best of these and make it succeed is part of our daily work for clients. Let us show you in person how this has been done for others, how well it may be done for you.

10-13, NEW BRIDGE ST., LONDON, E.C.4

Printers of SELLING Matter

SOMETIMES a piece of Sprinted matter finds its way to your desk which nearly makes you slap your leg with delighted appreciation of its get-up and contents. Needless to say, it is always someone else's printed matter that evokes such approbation—always someone else's that

Arouses Attention

„ Interest
„ Desire
„ Action

on the part of those who receive it. But this need not be so. Your own printed matter (or *selling* matter, as we prefer to call it) can be imbued with all the essentials listed above. The Hotspur Press will design and write selling matter which will put your prospects' feet on the path that leads to you.

Get suggestions without obligation. Write to:—

PERCY

Brothers Ltd.

The Hotspur Press
Whitworth Street West,
MANCHESTER

Telephone: Central 6894/5.
Telegrams: "Hotspur, Manchester."

London Office:
170, Fleet Street, E.C.4

Telephone: Central 7641.
Telegrams: "Jonagont, Fleet, London."

As I Scanned the Advance Pages of "Advertising Display"

By Arthur Taylor, *Advertising Manager of J. C. Eno, Ltd.*

SO strong a force as advertising deserves the best technical Press in the world. For a variety of reasons that ideal has not hitherto been attained, but as I scanned the advance pages of *ADVERTISING DISPLAY*, the new monthly supplement which will be first issued with the *ADVERTISER'S WEEKLY* next week, I came to the conclusion that we are now well on the way to attainment of the ideal.

There is great scope and opportunity for an authoritative publication on current movements in display, using that word in its widest sense, applying it to typography and to pencil drawing, to counter lay-out and to poster design. Advertising art is progressing rapidly. It is difficult to keep informed on all the trends, on those that are practical and those that, for one reason and another, have been rejected by practical opinion. Only an organisation possessing the facilities of a newspaper can maintain the intelligence department necessary for the gathering of such information.

The need for such a publication as we are promised in *ADVERTISING DISPLAY* has long been recognised in this country, but it was obvious that the production of it would be a venture that could only be undertaken by those who were in close touch with all the news of advertising throughout the world.

Pictorial and Verbal

Now that I have seen the advance proofs and have had an opportunity of studying them I realise more than before the difficulties inherent in the task. I do not suppose that the directors think that they have already overcome all the difficulties. But they have certainly succeeded in presenting a comprehensive pictorial and verbal commentary on advertising modes and fashions in drawing, in colour, in typography, in printing methods and in the plastic arts.

A feature that particularly arrested my attention is the close correlation between the editorial and the advertising pages in lay-out and general style. I am told that the whole work is under the general advisory supervision of one man, the endeavour being to produce a publication that shall be harmonious from cover to cover—advertisements as well as text—and in which a common desire for the advancement of advertising shall be the keynote. We, at Eno's, have aimed at being in the modern movement. We value its importance, and we honestly believe that it is along those lines that the best development in advertising is to be looked for. So

I examined the pages of *ADVERTISING DISPLAY* very closely to see if there was any tendency to indulge in the freakish merely for the sake of freakishness. I may say at once that there is not. *ADVERTISING DISPLAY* belongs, if I may be allowed to classify it, among the sane moderns, valuing the bizarre only in so far as it adequately serves its purpose, using the unusual only in so far as it is *commercially* practicable.

Each Page an Exhibit

The advertising pages in particular have a vivid interest. Each page is an exhibit. Each page is helpful. And that, as I understand it, is the aim of the whole publication—to be an inspiration and a guide to advertising men and women who are progressive.

The first number has achieved a unity of idea, a unity of design and a unity of presentation that is noteworthy. It is a large issue. The original idea of 36 pages, I am told, has been found too small, and the first number will extend to 44 pages. That in itself is an indication of the interest that it has aroused and of the extent of the field that it has to cover. I am convinced that next week it will be the general opinion of the profession that the new venture will be of immense and growing service to all who regard better advertising and more efficient advertising as the goal at which to aim.

BILLPOSTERS CHANGE THEIR NAME

Now Poster Advertisers—not Defilers of the Countryside]

NO longer regarded as the spoilers of the countryside, representative billposters assembled at the annual conference of the United Billposters' Association of Great Britain and Ireland at Folkestone on Tuesday received a significant welcome from the Mayor of the seaside borough. They were, he said, a body which far from endangering the amenities of pleasant surroundings had done much to preserve and in many cases to improve them. The public generally were indebted to the Association which had so influenced the development of pictorial poster advertising as not only to secure the avoidance of offence but to bring beauty into many ugly places.

Progress of the Industry

Another development of the business of billposting was registered by the conference when it was decided to change the name of the Association to that of "The British Poster Advertising Association." Before this step was taken the retiring President, Mr. Cyril Sheldon (Leeds), reviewed the progress of billposting.

Alderman Charles Pascall, Mayor of Hammersmith, was elected president of the Association.

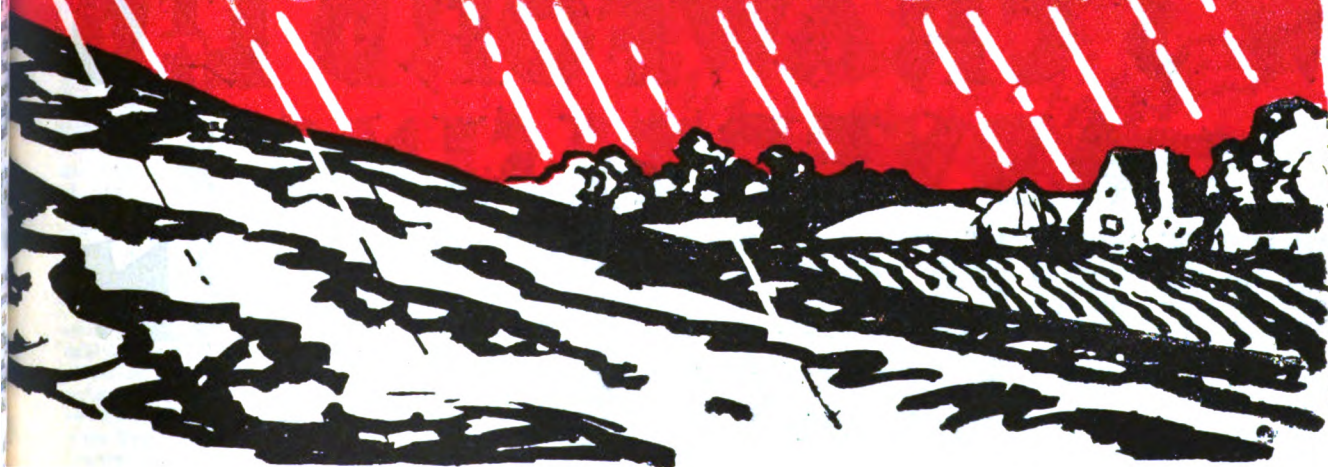
A HARVEST NOW

Through the "rainy days" and the sunshine, through the lean years and the prosperous, the SOWERS have continually scattered the seeds of goodwill and reader-confidence.

And now there's a plentiful harvest for advertisers in this most fertile field in England—the great ten-million district around Manchester covered by the

DAILY DISPATCH & EVENING CHRONICLE

TALLIS HOUSE, TALLIS STREET, LONDON, E.C.4.



AD. NEWS IN BRIEF (Cont. from p. 422)

Disfiguring Devon

Devon County Council has appointed a sub-committee to consider the restriction of advertisements, said to be disfiguring the rural districts.

Furnishing Profits

Another big advertiser, Waring & Gillow, Ltd., announces an increase in profit. The rise is £26,039, and this year's net profits total £187,124.

A New Monomark

BCM/A14U has been registered as the Monomark of Godbolds' Service for Advertisers.

Window Dressing Art

As previously announced in the WEEKLY, the second National Display Convention takes place at Balliol College, Oxford, from September 6 to 8. The full details of the programme have not been arranged, but it is already known that demonstrations of window-dressing will be given by representatives of Derry and Toms, Ltd., Kodak, Ltd., Daniel Neal, Ltd., Harvey Nicholls, Ltd., Gramophone Co., Ltd., Stewarts Clothiers, Ltd., Wolsey, Ltd., and Hector Powe, Ltd.

Store Enterprise

In association with the *Daily Dispatch* and *Sunday Chronicle*, Lewis's are arranging to hold three flower, fruit and vegetable shows in their Liverpool, Manchester and Birmingham stores on August 5, 6 and 7 respectively. The two organisations together are offering £1,500 in prizes.

Somerset Honour

At the annual meeting of the Society of Somerset Folk held at the Kingsway Hall, London, on Saturday last, Mr. Frank J. Cox, London manager of the *Western Gazette* and allied newspapers, was unanimously elected chairman.

Good Community Advertising

The Buxton Bureau of Information has just produced a really fine piece of propaganda for the town in the form of a guide book called "Buxton—Beautiful and Romantic." The cover is quite a work of art. It shows the town in the 18th century and gives an atmosphere of romance.

Advertising Men at Play

Golf and Cricket Meetings Held and to be Held

The A.B.A.A. Circle

THE Spring Meeting of the Golf Circle in connection with the Association of British Advertising Agents, took place on Wednesday, June 9, at the Dulwich and Sydenham Hill Club, by the courtesy of Mr. James Strong, who is captain of the club for the second year in succession.

The meeting was well attended, and the weather was everything that could be desired. In the morning medal rounds were played for prizes presented by Mr. W. S. Crawford for the best cards for handicaps below 14. The prize went to Mr. Strong, who returned a card showing 79 net. In the junior section—handicaps of 14 and over—the prize presented by Mr. Percy H. Vernon was won by Mr. Lionel Jackson, whose card showed a net score of 72.

After luncheon, at which the members were entertained by Mr. Strong, four-ball bogey foursomes were played. The best cards returned were those of Messrs. R. J. Reveley and E. W. Barney and Messrs. J. Strong and C. Harold Vernon. Both couples were three down to bogey.

The Committee of the Circle were pleased to welcome several new members who had not previously attended, and are gratified at the increased interest which is being shown in this, the only social side of the Association's activities.

Business Friends Entertained

Following a custom, which has now, after several years, come to be regarded as a yearly event, the directors of Smiths' Advertising Agency, Ltd., entertained a large party of business friends on Wednesday of last week, at the delightfully-situated country club of the R.A.C., at Woodcote Park, Epsom. No more charming spot could have been selected; the beautiful old English mansion, the "lay out" of the gardens and the sporting qualities of the golf course combined to provide all the joys an open-air man could desire, not to mention the creature comforts genial hosts had generously provided.

The players were paired for a medal round in the morning, and after lunch were matched for a four ball greensome,

with allowance of usual club handicaps. While none of the competitors claimed to have set up record rounds for the course many good cards were returned, and others reported to have been lost on the fairway or somewhere in the rough.

Mr. Philip Smith, over the tea-cups, had the pleasure of awarding the prizes to Messrs. Denis Catesby, James Hunt, Leonard Spicer and Sydney Posgate. Good weather favoured the meeting, and by general consent it was agreed among those present that Mr. Philip Smith and his co-directors had provided one of the best golf parties they have yet given.

To Meet Northern Men

The cricket team selected to play the Northern Advertising men is as follows: Messrs. H. B. Saward, Junr., F. Slaughter, G. A. Newling, C. A. Beaucutt, T. C. Grant, E. J. Levi, W. J. Devoto, S. H. Lewington, L. J. Phillips, — Goodale, — Hallows.

The match will be played at Leeds or Harrogate, most probably at the latter, on June 26. The team will travel up Friday night.

If there are any who wish to attend they should write to Mr. Saward, Junr., of Messrs. Saward, Baker & Co., Ltd., 27, Chancery Lane, W.C.2, this week.

Forthcoming Meetings

On Saturday and Sunday, June 26 and 27, the Newspaper and Advertisers' Golfing Society will hold their summer meeting at Aldeburgh, when the C.P.O.S., *Evening News* and *Daily Express* challenge cups will be keenly contested.

The train recommended by the Society on Friday, June 25, is the 5.18 p.m. from Liverpool Street, and members will stay at the Wentworth Hotel. Those who wish to play should notify the secretary, Col. A. Reid, 90, Wigmore Street, W. 1, immediately.

The first meeting of the London Publicity Golf Circle will be held at the Neasden Park Golf Club on the evening of Friday, June 25. This will consist of a medal round for two prizes, one presented by the ADVERTISER'S WEEKLY.

W S CRAWFORD LTD
« ADVERTISING »
233 HIGH HOLBORN
LONDON
WC1

PUBLICATION NOTES AND NEWS

A ½d. Paper

In order to give advertisers the benefit of a much wider circulation, the East Lancashire *Sentinel* will now be sold at a halfpenny.

Good "Country Life"

Country Life on June 12 was a particularly fine issue, containing more than 30 pages of advertising. The editorial included some beautifully-illustrated articles on the topical subject of bridges.

Stock Exchange Special

The special British, colonial and foreign banking number of the *Stock Exchange Gazette*, published on June 10, contained 192 pages, including a large amount of overseas bank advertising.

The Last "Baily"

It is with regret that the proprietors have decided to discontinue the publication of *Baily's Magazine of Sports and Pastimes* from the June issue. Sir Herbert Cayzer, Bart., M.P., is the subject of the final biographical sketch.

Empire Tobacco Page

Interesting evidence of the growing popularity of Empire-grown tobacco was contained in a special page in the *Daily Telegraph*, on Tuesday. An article on the "Surprising Growth of the Industry" occupied the centre of the page, while eight Empire tobacco firms took a large amount of surrounding space.

A Cyder Page

"Cyder—the Champagne of England" was advertised to good effect by a composite page in the *South Wales News* on June 3. The page included well-written editorials, and good use was made of the opportunity by brewers of the beverage.

"Bystander" Success

Mr. George Sparkes is to be congratulated on the volume of advertising carried in the Summer Number of the *Bystander* just published. Over 69 pages of displayed advertisements, representing more than 210 advertisers, appear in this issue.

Advertising Bread

On Tuesday of last week the *Blackpool Gazette* and *Herald* published a special page dealing with the National Association of Master Bakers, Confectioners and Caterers Conference, which was held at Blackpool. On the following Thursday there was another composite page, and a whole page, fully illustrated, booked by the Lancashire Cash Bakery, Ltd., to show the public how bread is produced.

"Test" of Results

The *Daily News* issued a very topical folder this week. On the front, in red and white, was a sketch of the simplified scoring board used on the Melbourne cricket ground, showing the state of the game at a glance. On subsequent pages of the folder other sketches of the scoring board appeared, showing the circulation figures and rates of the *Daily News*, headed "The Test of Value."

Using the Test Match

The first test match has been used cleverly by many advertisers. It was held at Nottingham, and the *Nottingham Guardian* on Saturday last grasped its outstanding opportunity by publishing two facing composite pages, headed "The First Test Match," which were supported largely by advertisers of sports goods, cars, and so on.

WHERE IS THAT BLOCK?

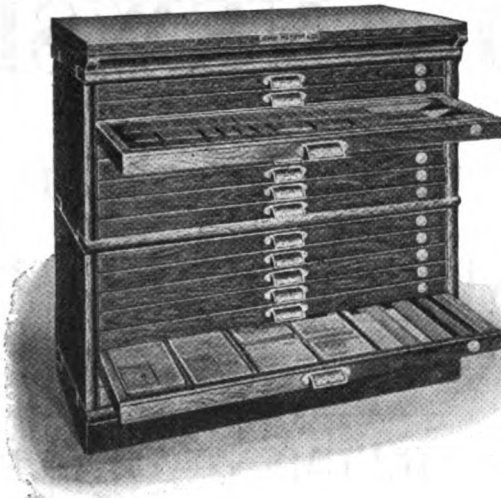


Illustration showing Two Sections. A Cabinet that grows with your requirements.

Systematize the storage of your Blocks by using our Sectional Cabinets specially designed for the purpose. Made in highly polished Oak.

Cabinets for all Trades. Ask for Booklet "A.W."

Caxton Wood Turnery Co.,
11, Salisbury Square, London, E.C.4

*if its
process*

Retouching

ring

Central 4682

C.D.LAWSON & CO., LTD.
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

COMPANY MEETING REPORTS.

ALLIED NEWSPAPERS.

GRATIFYING TRADING RESULTS—INCREASED PROFITS.

CONSERVATIVE FINANCIAL POLICY.

PUBLICATIONS CONTINUE TO MAKE HEADWAY.

GREAT ACHIEVEMENT IN STRIKE PERIOD.

The second ordinary general meeting of Allied Newspapers, Ltd., was held on Monday at the Cannon Street Hotel, E.C., Sir William E. Berry, Bt. (the Chairman), presiding.

The Secretary (Mr. J. H. Oldham, A.C.I.S.) read the notice convening the meeting, and the report of the auditors (Messrs. Price, Waterhouse and Co.) was read by Sir Gilbert Garnsey.

The Chairman said:

Ladies and gentlemen,—You all have the directors' report and balance-sheet before you, and with your permission I propose to follow the usual course on these occasions and treat them as read.

In submitting to you our second annual report, I feel sure that the results which we, as a Board, are able to lay before you have given you as much satisfaction as those which we were able to submit at the close of our first year's trading.

Before proceeding to deal with the report and accounts, I think it well worth bringing to your notice, and to that of the public generally, that Allied Newspapers, Ltd., in respect of its own capital and Debentures, and indirectly through the Debentures owned by the public in our subsidiary company, Allied Northern Newspapers, Ltd., has today a total of nearly 44,000 proprietors. I stress that point because it illustrates to you how widely distributed is the ownership of a large combination of businesses such as our own.

GROWTH OF NEWSPAPER ADVERTISING.

From your position as shareholders the results for the year 1925 cannot be regarded as anything but satisfactory. They have been achieved in a period of depression, and in the face of high taxation and industrial unrest. This depression through which our staple trades are passing has, of course, had its repercussion on all newspapers, particularly those of a national character. That we have been able to go through this period with success is due, first, to the fact that we are a large organisation with a variety of interests and large resources, and, secondly, to the steadily growing recognition of the fact that newspaper advertising is a prime factor in the successful distribution and sale of merchandise. By its aid the manufacturer is able to inform the public day by day of the nature, quality and price of his products.

It is advertising which makes possible mass production, for advertising creates increased demand, which justifies the extension of plant and machinery. It reduces the cost of

manufacture all along the line, from the purchase of raw materials to overhead charges. It also reduces the cost of distribution and the price at which the goods are sold to the ultimate consumer.

It creates that valuable asset goodwill. There are single words in our language which are worth hundreds of thousands of pounds—such words as Pears, Bovril, Harrods, Cadbury and Beecham. Advertising has created and sustained the valuable assets which each of these single words, and many others, represent.

The fact that we, as a business, are heavy advertisers ourselves shows the extent of our own belief in the efficacy of advertising. That this belief is general could have no stronger proof than in what is happening in the present industrial emergency. One has only to look at the newspapers to realise that in spite of the unfortunate industrial conditions through which we are now passing, advertising is still being utilised as a means of keeping trade moving.

THE BALANCE-SHEET.

Proceeding now to the consideration of the balance-sheet, the main change which has taken place during the year arises in the item immediately following that of our share capital. Last year, you will remember, we showed a loan from bankers of £1,350,000, secured by the deposit of the old Debentures which we have purchased from the vendors, amounting to £1,500,000. That item is now replaced by the issue of Five and a-Half per Cent. First Mortgage Debentures which we made in December last to the amount of £1,000,000. In the original constitution of the company we had £1,500,000 of Debentures bearing interest at the rate of 7 per cent. and redeemable at a premium which ranged from 7 per cent. to 10 per cent. We now have Debentures to the value of £1,000,000 only, and these bear interest at 5½ per cent., as compared with the original 7 per cent. The amount has been reduced, therefore, by half a million sterling, all of which, less the small discount we secured from the vendors, has been found out of the company's own cash resources during the two years of its existence. (Applause.) To-day we have an interest charge on Debenture account amounting to £55,000, as against previously an interest charge of £105,000, and the bonds are redeemable at 102, a much smaller premium.

The other item of sundry creditors—£586,077—which next follows, is heavier than last year, largely on account of the fact that it includes our reserve for taxation.

On the other side, the balance of purchase price of the business, including freehold, land, buildings and plant, remains the same except that we have added during the year a net sum of £22,000 to this amount. Sundry debtors is comparatively the same. Stock is down by over £100,000, but cash at bank and in hand is up to £308,931, or an increase of £154,000—this, despite the fact that we have during the year found a very large amount towards redemption of the Debentures.

The other item on the assets side—investments—is a new one, and one which we hope will become more important every year. In the accounts before you it appears at the figure of £3,007. As you will have seen from the directors' report, there is included in this amount the whole of the Ordinary capital of our subsidiary, Allied Northern Newspapers, Ltd., consisting of 1,000,000 shares of £1 each. Your directors have not attempted at the moment to put a value on this holding, but from the figures given in the prospectus of Allied Northern Newspapers, Ltd., plus the profits accruing from other interests acquired later, it is obvious that these shares are of substantial value. The time will probably come when we shall have to value them, but we prefer to leave them in the balance-sheet at a purely nominal figure for the time being. (Applause.) I propose to refer in more detail to the interests of this subsidiary company later on.

ALLOCATION OF PROFITS.

As I informed you on the occasion of our last meeting, your Board has adopted the policy of showing the profits of the company in a net form—that is, after providing for taxation. It is somewhat difficult this year, therefore, for a comparison to be made with the profits of last year, but it gives us very great pleasure to inform you that they are larger than they were in 1924, and therefore larger than in any previous year. In a tax-free form they amount, as you will have seen, to the sum of £760,486. We have to add to this the amount brought forward from last year. In the balance-sheet this was shown at £194,878, subject to tax. We reserved on account of income-tax for the year 1924 the sum of £150,000, and this leaves us with a net carry-forward from last year's figures to this of £44,878. Adding the tax-free profit for the year of £760,486 to the net tax-free balance from last year of £44,878, you get a total of £805,365. From this has to be deducted, as shown in the report, the interest on the Debenture stock

COMPANY MEETING REPORTS.—Continued.

and bank interest, the two Preference dividends and the interim dividend of 5 per cent. on the Ordinary shares paid on 3rd June last. This leaves us with the sum of £375,326. You will remember that last year we transferred to a general reserve account £489,564, being the amount of the preliminary expenses and stamp duties in connection with the formation of the company. In the year under review we are adding to this account the cost of the discount on the issue of Debentures, plus the expenses and stamp duties, amounting in all to £56,973, and making a total item of £526,647. As I told you last year, we seriously considered then wiping off this amount instead of placing the equivalent to the reserve account: but we felt, in the interests of the Preference shareholders, that it would be inadvisable to do this at the end of one year's trading. This year we have felt justified in viewing the situation differently.

PRELIMINARY EXPENSES WIPED OFF.

We have therefore taken from the profits available the sum of £176,973, so as to make the reserve into a total of £646,647. We are then taking from this reserve a sum equal to the total at which the preliminary expenses now stand of £526,647, and extinguishing this item from our balance-sheet. (Applause.) Having regard to the general policy of other large companies in dealing with this item over a period of years, our procedure may be regarded as somewhat heroic. Your directors feel, however, that the prospects of the company justify them in the step, and feel also that, being in a position to deal with the item in this way, it is sound finance and in the best interests of the company that they should remove the item from the balance-sheet. (Hear, hear.) I think we can claim that in thus liquidating the very large amount of well over half a million pounds after two years' trading we have made a considerable achievement. Next year, therefore, the balance-sheet will be entirely free from this very onerous figure.

As the report states, it is proposed, subject to your approval, to pay a final dividend of 6 per cent. on the Ordinary shares, making, with the interim dividend paid last June, a total of 11 per cent., less tax, for the year. It is, of course, obvious to you that had we dealt less drastically with the item of preliminary expenses—or, indeed, if we had been content simply to transfer to reserve the amount required to extinguish this item of preliminary expenses—we should have been in a position to pay a much larger dividend.

Allowing for the £176,000 transferred to reserve, and the increase of the "carry-forward" by £57,000, you will see that the company has earned something between 20 per cent. and 21 per cent., free of tax, on its Ordinary capital—(applause)—but your directors feel that it is wise and proper that they should in these early days pursue a cautious financial policy. (Hear, hear.) As I told you last year, the directors themselves are very large holders of the Ordinary shares, and, in fact, own and control the majority of these shares. They are, therefore, in a position to view the matter of dividends on the Ordinary capital from both sides of the table, as it were, and in arriving at the decision not to pay more than 11 per cent., less tax, for the year they feel that they are studying everybody's interests in the best way. Very great consideration indeed was given to this point, and, of course, the temptation to pay a larger dividend is a very seductive one: but they feel sure that the decision arrived at was the right one, and one which will justify

itself handsomely in the future. I might add that it is the intention of the Board to declare an interim dividend in November. (Applause.)

ALLIED NORTHERN TRADING RESULTS.

It is stated in the report that no credit has been taken in this year's accounts for any of the profits which have accrued in connection with the interests acquired by Allied Northern Newspapers, Ltd. We are, of course, the owners of all the Ordinary shares in that company, so that any profits over and above those necessary to meet the Debenture interest and sinking fund are the property of Allied Newspapers, Ltd. It gives me very great pleasure to state that the results of the trading of these interests have not only proved satisfactory, but the profits are in excess of the figures upon which their acquisition was based. As you may possibly remember, Allied Northern Newspapers was formed primarily to acquire groups of papers published in Newcastle and Glasgow. In Newcastle we have the *North Mail* and *Newcastle Chronicle*, an old and historic journal with far and away the largest circulation of any morning paper published in the populous Tyneside district. We have, too, the *Evening Chronicle*, which is the only evening newspaper in Newcastle, and a journal of wide influence and circulation. We have also a successful Sunday paper called the *Sunday Sun* and a very old-established weekly known as the *Weekly Chronicle*. Despite the depression in the industries of which Newcastle is a centre, the trading of the Newcastle Chronicle, Ltd., which owns these journals, has proved of a highly satisfactory character. We were fortunate enough to secure as the managing director a gentleman who had been connected with these papers before—Mr. Edward Tebbutt—and under his management and editorial control the papers have gained not only in circulation and advertisement revenue, but in influence and prestige.

In Glasgow we are the proprietors of Associated Scottish Newspapers, Ltd. This company owns the *Daily Record*, which has easily the largest circulation of any morning paper published in Scotland, the *Weekly Record* and the *Sunday Mail*. All three journals are prosperous and successful publications and have well maintained their position since we acquired them. At the same time we took over the whole of the Ordinary shares and the majority of the Preference shares in the company owning the *Glasgow Evening News*, an old-established journal, well known all over Scotland.

We have brought the *Daily Record* group into the offices of the *Glasgow Evening News*, and when the necessary alterations have been completed, we shall own one of the finest newspaper plants in Scotland.

In Glasgow our interests are looked after by Mr. Anderson, who has long been associated with the *Record* group, and Mr. MacLennan, who has been Managing Editor of the *Evening News* for a number of years. It has given your directors great pleasure to see the way in which this fusion of interests has been brought about, and we are to be congratulated on having as our managing directors in Scotland the two gentlemen I have mentioned to you.

AN INCREASING RESERVE.

It is a pleasure to state that the career of Allied Northern Newspapers, Ltd., has started extremely well, and as I have previously mentioned, the profits from each of the interests which we have acquired have been in excess of those upon which our purchases were based. I would only add on this

point that the first payments on the sinking fund for the redemption of the Allied Northern Debentures will be made in June next and that as these payments are made out of the funds of the Allied Northern Company itself, they will constitute a constantly increasing reserve for the ultimate benefit of the shareholders in the parent company.

Last year I gave you some idea of the wonderful newspaper printing plant which you own at Manchester—a plant which is larger than any other plant of the kind, either in Great Britain, or, indeed, the whole of Europe. (Applause.) During the year we have made certain additions and improvements, and we have made satisfactory progress with the new buildings to which I made reference on the occasion of our last meeting. Two sections of these buildings are now complete and in occupation. Work is proceeding on the other section, and we hope to have the whole building finished and ready for occupation early in the New Year.

MANCHESTER PUBLICATIONS.

Although the year 1925 was by no means one of general prosperity, you will have gathered from the figures before you that our newspapers and other publications have continued to make headway.

To mention some of our principal publications—

The *Daily Dispatch*, which enjoys a circulation very greatly in excess of any other morning paper published outside London, printed during the period under review more advertising than in any other year of its history.

Its companion paper, the *Evening Chronicle*, has still the largest circulation of any provincial evening newspaper, and here again the amount of advertising carried constitutes a record.

Both our Sunday journals published in Manchester—the *Sunday Chronicle* and the *Empire News*—have reached circulation figures in excess of the previous year, and the advertising revenue of both these journals attained in 1925 its highest peak.

RECORD PROGRESS OF THE "SUNDAY TIMES."

In these newspapers alone, added to our newspapers in London, and to the journals published in Glasgow and Newcastle, we are able to give national advertisers a complete campaign covering the whole of the country.

The *Sunday Times*, as you know, is published in London. It will interest you to know that that newspaper made a record gain last year both in circulation and advertising revenue. In October last it published an edition of 32 pages, full newspaper size. This was the first occasion on which any Sunday newspaper in Great Britain has made such an achievement. We have since made many issues of the *Sunday Times* containing that number of pages. Last year, despite the fact that many hundreds of columns were omitted through lack of space, the *Sunday Times* published more advertising than any other Sunday newspaper in Great Britain. The total number of columns came to over 5,058, or over 1,000 (20 per cent.) more than our nearest competitor.

INFLUENCE OF INDUSTRIAL DISTURBANCES.

In the current year we have had the general strike and the coal stoppage—still unhappily unsettled. The newspaper industry, like all others, has not escaped the adverse effects of these industrial troubles. At this proximity to events it is impossible to gauge the cost with any exactness. I am pleased to say, however, that the satisfactory

COMPANY MEETING REPORTS.—Continued.

results of our pre-strike trading this year, and our confidence in the efficiency of our widespread organisation, give us every reason to hope that we shall not be unduly hurt by these disturbances. (Applause.)

You will be interested to know that, in some form or another, all our newspapers made a regular appearance during the strike, mostly without any break. (Applause.) In Manchester we printed editions of the *Daily Dispatch* in bulletin form, which mounted to hundreds of thousands each morning towards the end of the dispute. The *Evening Chronicle* also appeared in bulletin form in conjunction with our friendly competitors, and our Sunday papers also appeared, although, of course, in diminutive size. The *Sunday Times* was produced on each of the two Sundays in four pages full size, being printed in Peterborough, London and more largely in Newcastle. From the latter place we brought large supplies by aeroplane and distributed them as far as possible over London and the Southern area. In Newcastle we produced papers of practically normal size right throughout the strike—(applause)—and the achievements of those of the staff who remained at work in the *North Mail* offices were hardly equalled by any other newspaper organisation in the country. Too much praise cannot be given to the staff there. At Glasgow we joined forces with Messrs. Outram and Co., and produced an emergency sheet every day.

We are heavily indebted to a large number of our various staffs who remained loyal and who worked with the utmost energy and enthusiasm to produce the papers, a task performed under the greatest disabilities and personal discomfort. On your behalf and that of the directors I express our greatest thanks and appreciation. (Applause.)

NEW AGREEMENTS BETWEEN PROPRIETORS AND MEN.

One good thing has come out of the general strike so far as newspapers are concerned, and that is a better understanding between the proprietors and the men. (Hear, hear.) In the public interest, as well as their own, the proprietors were compelled to insist that such measures should be taken, and such agreements entered into, as would tend to make it impossible for the country again to be summarily deprived of its newspapers. The new agreements between the proprietors and unions all over the country give effect to this principle, and we are glad to know that the vast majority of workers in the newspaper industry welcomed, and are in thorough agreement with, the undertakings given by the unions on behalf of their members. (Hear, hear.)

The pensions scheme for the staff, one of our earliest intentions, is now in operation, and forms a feature of the business. In common with other newspaper organisations, we have decided that on this occasion the strike shall not make any difference to the participants in the benefits of the scheme.

That, ladies and gentlemen, concludes my remarks on the present condition of your company. They should confirm in your own minds the confidence I expressed last year in the future of the many journals owned and controlled by Allied Newspapers, Ltd. Naturally, we are exceedingly anxious to see the coal dispute settled, and if we are then given a period of industrial peace we are confident that the future of your company will be one of an entirely satisfactory character. (Applause.)

I now beg to move:—"That the report of the directors and statement of accounts for the year 1925 be received and adopted, and that the dividends, reserves and appropriations recommended therein be approved."

I ball ask my brother, Mr. Gomer Berry, to

second the resolution, and, before putting it, I shall be pleased to answer any questions addressed to me. (Applause.)

Mr. J. Gomer Berry: Ladies and gentlemen, I think that every shareholder present to-day will agree that the Board have some justification for being gratified at the result of the second year's working of this company. (Hear, hear.) As your Chairman has dealt in such an exhaustive manner with the report and balance-sheet, I have nothing further to add, and I therefore have very much pleasure in seconding the resolution which is before the meeting. (Applause.)

The resolution was carried unanimously.

Sir Edward M. Iliffe, C.B.E., M.P.: Ladies and gentlemen, on this occasion the directors who retire are Sir William Berry, Mr. J. D. Jeremiah and Mr. Leonard Rees, and it gives me the very greatest possible pleasure to propose their re-election. So far as our Chairman, Sir William Berry, is concerned, I do not think it is necessary for me to dwell upon his qualifications to act either as a director or as Chairman of this company. I would merely refer you to the balance-sheet which is before you to-day. I am very proud indeed to find myself in association with Sir William Berry in connection with this company. The staff of Allied Newspapers is a very contented one indeed, and that is very largely due to Sir William's personality, for he has the happy knack of being able to get the very best out of the men who are associated with him and are under him. (Hear, hear.) I remember that I said on the last occasion that if this business was conducted with enterprise and caution, so far as finance was concerned, we were bound to succeed, and while Sir William Berry remains at the head of this organisation, I am perfectly certain that that will be the case. (Applause.)

With regard to Mr. Jeremiah, his contribution to the success of the company has been a very considerable one indeed. I always feel that Allied Newspapers were very fortunate indeed in finding at Manchester men like Mr. Jeremiah and Mr. Paterson in charge. (Applause.) Mr. Jeremiah is one of the ablest newspaper managers in the country. Then Mr. Leonard Rees is the other retiring director, and he is also eligible and willing to be re-elected. He is as able an editor as Mr. Jeremiah is a newspaper manager, and, when I tell you that he is responsible chiefly for the conduct of the *Sunday Times*, I am certain that you will agree with me that that is quite enough to say in regard to him. (Applause.) I have great pleasure in proposing the re-election of those three gentlemen.

Mr. A. Paterson seconded the resolution, and it was carried unanimously, and the Chairman briefly acknowledged the re-election of his colleagues and himself.

On the motion of Mr. C. Brereton Sharpe, seconded by Mr. Flack, Messrs. Price, Waterhouse and Co. were reappointed auditors.

Mr. Myers: Ladies and gentlemen, I beg to propose a hearty vote of thanks to our Chairman for the able manner in which he has conducted the business of this meeting, and in doing so I would ask him to express to the members of the staff, especially those who remained loyal during the strike, our appreciation of their work during the year. The vote was carried by acclamation. (Applause.)

The Chairman briefly acknowledged the compliment and said he would have great pleasure in conveying to the staff the appreciation of the shareholders. He announced that the dividend warrants would be posted on the 19th June.

The proceedings then terminated.

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

VOLUNTARY LIQUIDATIONS

NOTE.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.

London County Press, Ltd.—Resolved, May 19, that the company be wound up voluntarily, and that Mr. J. A. G. Anderson, 32, White Hart Lane, Tottenham, be appointed liquidator. Claims to liquidator by June 26.

Solus Press, Ltd. (in voluntary liquidation).—Creditors should send in their claim by June 23, to H. C. Corbridge, the liquidator, 37-38, Strand, W.C.

Pursuant to Sec. 188 of the Companies (Consolidation) Act, 1908, a meeting of the creditors was held of Charles Tayler and Co., Ltd., advertising agents, Gt. Portland Street, W., on April 30. Mr. H. T. Bloor, the liquidator in the voluntary liquidation, presided and reported that the liabilities were £7,732, all due to unsecured creditors. The assets comprised: cash at bank, £741; cash in hand £21; book debts (£3,224) expected to produce £1,700; shares, £1,500; bills receivable, £42; furniture £50; or a total of £4,054. The sum of £4,680 was due on debentures, and preferential claims amounted to £177.

The assets were not sufficient to discharge the debenture claims and consequently there is nothing for the unsecured creditors.

It was reported that the company had been in business for a number of years, and in 1922 Messrs. I. & J. Hyman, who are now cash creditors for £1,256, purchased the shares in the company. For a time the business was successful, but severe losses in respect of bad debts were sustained, and the company also lost some of its largest customers.

A resolution was passed confirming the voluntary liquidation, and for Mr. H. T. Bloor and Mr. A. G. White to act as joint liquidators.

NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

Scottish Publications, Ltd. (14,159).—Public company. Registered in Edinburgh on May 22. Capital, £15,000 in 5s. shares. Objects: To carry on the business of printers, publishers, managers, sellers, advertisers and supporters of newspapers, journals, magazines, dramatic and musical publications, etc. The directors are: Rev. D. Fraser, Rev. L. McLean Watt, N. Munro, G. W. Service, E. W. Watt, H. R. Buchanan, A. B. Key, Lt.-Col. N. Macleod. Registered office, 114, West Campbell Street, Glasgow.

Jewish Graphic, Limited (214,310) was registered as a "private" company on June 12, with a nominal capital of £10,000 in £50 shares. Objects: To establish and publish a newspaper in the U.K. under the name of the "Jewish Graphic," or under such other name as may be thought fit. The first directors are: B. Friedberg, O. Schiff, S. Cohen, A. E. Samuels. Registered office: Bank Chambers, 234, Bishopsgate, E.C.2.

Naturalite Signs, Ltd. (214,252).—Private company. Registered June 9. Capital £100 in £1 shares. Objects: To carry on the business of manufacturers of, and dealers in, advertising and other signs, etc. Solicitors: W. T. K. Hick and Co., Broad Street House, New Broad Street, E.C.

CLUB NOTES & NEWS

Women's Advertising Club—To Aid Penal Reform

"I do not think the need for non-commercial publicity in modern life has been quite fully worked out," said Miss Margery Fry in an address to the Women's Advertising Club of London, on Thursday of last week.

Since taking up the secretaryship of the Howard League seven years ago she had realised how much the public wanted educating with regard to the Government of the country. Public opinion was the greatest force there was for getting reforms through, and while the general public took no interest in prison conditions it was practically impossible for the Prison Commission to make the improvements which were so badly needed.

Miss Fry then outlined some of the reforms which, during recent years, had been carried out very largely owing to the persistent efforts of the Howard League. Some time ago the League took up the question of people being imprisoned for five or six months before trial, with the result that a Bill had now been passed, one clause of which stated that persons awaiting trial could be tried in a neighbouring district where assizes were being held earlier than in their own district. Under this system no one would be imprisoned for more than a month or six weeks before trial.

Another abuse against which the League was working was the sending of young people under 21 into the ordinary prisons, where they all too frequently became hardened criminals. Here, again, public opinion was the only force which could bring about a thorough reform and widespread propaganda was needed to make people take a real interest in this important aspect of penal reform.

A vote of thanks to Miss Fry was moved by Miss Sangster and seconded by Miss Fielding.

Manchester—The Preparation and Use of Process Blocks

A most interesting address was given at the Manchester Publicity Club on Tuesday of last week under the chairmanship of Mr. E. Schofield by Mr. H. Entwistle of Entwistle Thorpe & Co., on "The preparation and use of process blocks." The address was freely illustrated by lanternslides showing the various processes in the preparation of line and half-tone blocks.

Mr. Entwistle very kindly repeated his address on Tuesday evening for the benefit of the members of the Associate Section of the Club who, by ballot, had selected his subject as the one which they were most keen to hear.

South Africa—Extended Publicity Campaign to Attract Tourists

An interesting address on the subject of "Publicity" was given by Sir Wm. Hoy, General Manager, South African Railways, at the luncheon meeting of the Publicity Club of South Africa on May 27. Mr. R. Allister presided.

"Those who have travelled," said Sir William, "must have observed that the countries most industrially developed are those which have spent the largest amount of effort, energy, and money in publicity." He reminded his hearers that only sixteen years ago South Africa was a country very little known to her own people, and abroad was only known through a few historical incidents or on account of her gold or diamond resources.

"Even to-day," he said, "in America, for instance, the strides made by this country in agricultural and industrial development are closed pages, and of our fine climate and remarkable variety of scenery the inhabitants of the United States have as yet a very vague idea."

From the date of Union, however, he had determined to do what was open to bring about a change. A start was made in South Africa itself by instituting joint advertising arrangements with municipalities and publicity associations.

The Administration as far back as 1912 had, however, planned an overseas advertising scheme, because it was felt that to stop at internal travel was a mistake. The scheme had, however, been delayed until 1920, as a result of the war, and in the latter year a London office was opened. The scheme had only been in operation for some five or six years, but the progress made was of great importance to the country. South Africa now found that it had a place in the list of the world's tourist resorts.

"For three years past," he said, "an increasing number of tourists has been reaching these shores each month, and leaving, it is estimated, something like £1,000,000 per annum of new money in circulation in this country."

Nor was this all. The Government had now opened offices in New York and the Administration had a publicity representative established there. "It is estimated that American travellers spend £100,000,000 abroad every year," he said, "and I am convinced that we are going to get a larger proportion of that money in future than we have in the past."

A Poster Competition

The Society for the Propagation of the Gospel in Foreign Parts asks for designs for a poster suitable for advertising their Birthday Pageant. A prize of fifteen guineas is offered for the best design, and the S.P.G. reserves the right to purchase any other design for five guineas. Copyright of any design purchased will become the property of the S.P.G.

The space available is to be 24 inches high, and 20 inches wide. The design is to be in three colours, exclusive of the colour of paper on which it is printed, and must include the following words:—

The Call of the World.
S.P.G. Birthday Pageant.
1701-1927.

A design which could be effectively used on a reduced scale, e.g., as a small label for affixing to an envelope, would render it more acceptable.

Designs are to be sent addressed to the Rev. C. B. How, the S.P.G., 15, Tufton Street, S.W.1. (from whom further particulars may be obtained), by October 16.

Billposters' Meeting at Falkirk

In Falkirk on Wednesday of last week the members of the Scottish Billposters' Association held their annual meeting, which was presided over by Mr. S. M. Nicoll, Edinburgh and Greenock. Office-bearers for the ensuing year were appointed as follows:—President, Mr. T. Mackie, Falkirk; Vice-President, Mr. J. M. Kay, Ayr; secretary, Mr. John Gibson, Airdrie; treasurer, ex-Councillor George Woolley, Paisley.

After luncheon the company paid a visit to Carron Iron Works.



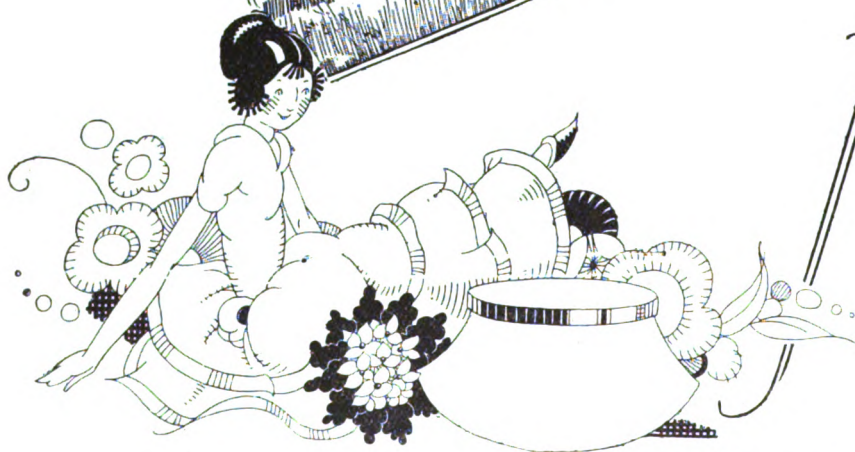
The agency that is sought out by manufacturers to-day is the agency organized to render individual service—a service that, with the best will in the world, the 'mass-production' establishment cannot hope to yield.

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Whatever style of good
drawing is best suited to
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tion?

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OFF TO PHILADELPHIA — (Cont. from p. 419)

Vernon the Vice-President, in the chair. After the toasts of "The King" and "The President of the United States," Mr. Vernon proposed the health of the Delegation, coupled with the name of Lt.-Col. E. F. Lawson.

They were met, he said, to do honour to the delegates who were going to Philadelphia as missionaries or ambassadors of the advertising and trade of this country. The progress of interest in these international conferences was cumulative. There was no difficulty now in attracting a large number to attend. Had it not been for the general strike and for the industrial upheaval from which the country was still suffering, instead of 39 delegates Britain might easily have sent 139 or possibly 200. During the last few weeks, however, many had found it necessary to cancel their registrations, and others who had intended to register had found it impossible to get away owing to their responsibilities. At that gathering they wished the best to the brave band who were going to pay a return call on the 2,000 who visited them at Wembley two years ago, and he would ask and charge the delegates to convey the best regards and best wishes of British advertising men and women in Great Britain for the success of the Convention.

Sir Charles Higham was then asked by Mr. Vernon to make the presentation of the picture by Captain Allan Stewart of Charles II. handing the Charter of Pennsylvania to William Penn. This is to be presented to the Poor Richard Club by the delegation on behalf of the Association.

Sir Charles Higham said that he had always wanted to send some little recognition to the advertising men and women of America for the help that had been given him there in his young days and for the encouragement which sent him on the way he had gone. The suggestion for the gift of this picture arose at a dinner of the Thirty Club out of a remark made to him by Mr. Akerman and he had bought it and asked the delegation to present it to the Poor Richard Club. The Philadelphia Convention, he could assure them, was going to be a serious business affair. American business men at these Conventions told openly how they sold goods. They gave each other information. We did not. We must find out better ways of selling goods. We must forget much of the past and learn the methods of the future. The delegates would learn in the United States, and he looked to them to come back and tell advertising men and women over here all about it.

Lt.-Col. Lawson, replying to the toast, said that though he wished the delegation could have been a larger one he thought that in view of the times and conditions, it was a very good one. Organised advertising owed a great debt of gratitude to the United States. It was quite possible that even now we were ahead of the times, and organised advertising here would be a plant of slow growth, but he felt that the day would come when they would be proud to be numbered among those in advertising who took the forward view.

It was for him a very real pleasure to carry a message of good will to their colleagues on the other side of the Atlantic. He was not, and never had been, one of those who said that America

did things better than we could, but in advertising and selling he knew that we had a great deal that we could learn from America. There was too much talk about England being down and out, and he felt that the duty of the delegation was to paint a picture of England up and doing. In accepting the charge of the picture for presentation to the Poor Richard Club, he felt it was a gift that any body of men would be proud to present to those whom they wished to honour. It showed judgment, generosity and understanding, and it would make a material contribution to the end which they all had at heart, the promotion of a friendly understanding between the English-speaking peoples.

CHANGE OF DIET—(Cont. from p. 421)

cards and handbooks of sporting fixtures, motor racing events and agricultural shows, amounting to another 300 publications. The campaign was pushed into every corner of England. Even in Dorset, four papers were used, and in Lancashire no less than 25 daily and weekly papers are carrying the B.P. advertisements.

As an example of enlarging the scope of a campaign so that it appealed to the whole public instead of one small section of it, the B.P. series is exceedingly interesting. The same idea was carried out in all the copy—that of a technical diagnosis of the complaints discovered in the mechanism of cars—but the copy was so adapted that it had a universal instead of a limited appeal.



JOHN SWAIN & SON, LIMITED

Art Reproducers

BY ALL PROCESSES.

Telephone:
Central, 9333
Five Lines.

89-92 Shoe Lane,
LONDON, E.C.4

Telegrams:
Isochromatic,
London.

CURRENT ADVERTISING

**Notes of New Business Going Out:
New Advertising Now Appearing in
the Press and on the Hoardings**

Spottiswoode, Dixon & Hunting, Ltd., are increasing space for Energen starch-reduced Bread in the National and Provincial Press.

Courtman Stock, A.S.A., Ltd., have been entrusted with the poster campaign for the Leeds Tercentenary Committee (Publicity Group).

May's Advertising Agency, Limited, have new advertising in hand for Maison Charles, 43, Berkeley Street, W.

Smiths' Agency, Ltd., have commenced a scheme for L.V. Pickles and Eiffel Tower Milk Pudding and increased space for Force.

John Haddon & Co. are again placing for Vislok and Lodge Plugs, and are handling for George Lunn's Tours.

David Allen Services have considerable business in hand for Roll's Razor and Monomarks.

Imperial Agency are now giving out newspaper space for Army Club Cigarettes.

S. H. Benson, Ltd., have been placing new instructions for Virol, Almata and Rowntree's York Chocolates and Table Jelly.

T. B. Browne, Ltd., are handling new advertising for Brown & Polson's Corn Flour and for Aora and Bird's.

Brandis-Davis Agency, Ltd., have recommenced giving out for Facktative and Cicfa.

Wills, Ltd., have business in hand for Schweppes Lemon Squash.

J. M. Walker & Co. (Advertising), Ltd., are booking newspaper displays for L.M.S.

Erwoods, Ltd., are handling new advertising for Sargol, Dearborn and Dr. Blosser.

Arks Publicity, Ltd., have been giving out for the Mullard new Valve.

Barker, Drabble & Co., have new business in hand for Cash's Wash Ribbons, Metropolitan College and Bennett College.

Lord & Thomas, Ltd., have been booking space for Durham-Duplex Razor and for Studebaker Cars.

C. Vernon & Sons, Ltd., are handling advertising for Elliman's Embrocation.

J. Varney & Co. (Manchester) are again placing displays for Tetmal.

C. Mitchell & Co., Ltd., have been giving out newspaper space for Marmola.

Winter Thomas Co., Ltd., have increased advertising for Colgate's Ribbon Dental Cream and Colgate's Shave Cream.

Dorland Agency, Ltd., are placing for Darwin Razor Blades; Norfolk Hotel, Brighton; Queen's and Royal Pier Hotels, Southsea; Grand Hotel, Sheffield, and further advertising for the Frederick Hotels; and Dennis Lawn Mowers.

T. C. Bench, Ltd., are handling new business for Templeton's Knitting Wools, Junofloris, Miller's Pneumette and Paterson's Thermos Ice Freezer.

London Press Exchange, Ltd., have issued new instructions for Wex, Radox and Kruschen, and increased space for Staples' Mattress.

Osborne-Peacock Co., Ltd., have been booking considerable space for Aertex Underwear, including a whole front page in the *Daily Mail*.

Sommerville & Milne, Glasgow, have just released a series of half triples for Neill's Jams in the North.

Bell's Advertising Agency (Gloucester and Hull) have placed half pages booming Gloucester as an industrial centre.

Things Great and Small

AT the Zoo you'll see the elephant, but you'll probably miss the newt. Being able to afford only a single sheet Double Crown Poster, display it on L.N.E.R. sites, and it will be at no disadvantage in comparison with those 32-sheet monsters other folk show.

Herein lies the difference between ourselves and the Zoo, or even the ordinary hoarding. L.N.E.R. Poster sites are under supervision which ensures that no small display is placed where a large one overpowers it.

You may choose Enamelled Plate, Waiting Room Frame, Showcase or Poster Board, and in every case be sure of sites where our 371,000,000 passengers will be; of arrangement that will attract them.

POST YOUR POSTER ON THE L.N.E.R

*Apply for rates to the Advertising Manager,
L.N.E.R., King's Cross Station, N. 1.*

*Telephone : - - - North 4200.
Telegrams : - "Vertishead, Rail, London."*

**CATALOGUES
BOOKLETS
FOLDERS**

**We can give very Keen Prices, Highest Quality
and a very Efficient Service for Large Quantities.**

CASTER & JELLEY, LTD.

Phone (Private Exchange) Head Office and Works :
PETERBOROUGH 172. PETERBOROUGH.
London Office:—10, Lancaster Place, Strand, W.C. 2.
Phone: Gerrard 1377.

THE REVIEW of REVIEWS

IS YOUR MEDIUM FOR REACHING
THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

Photography. *Technique and Service.*

"More than satisfied," is how my clients talk and write to me. May I "more than satisfy" you, too?

Latchmere 4980

D. CHARLES, 50 Webbs Road, S.W.11

Export Trade Consultt DORLAND

The Dorland Statistical and Research Department in London—under the direction of a well-known economist—is kept advised by its own offices abroad and a host of trade correspondents throughout the world of changing trade conditions and openings for business. Manufacturers and merchants aiming to extend existing markets or develop new ones, at home or abroad, are invited to discuss their problems with the Dorland Statistical and Research Department. A series of eight booklets giving a concise statistical survey of Empire markets for British goods are in the course of preparation. The first two—Australia and Canada—are already published. The complete series will be sent, as published, to anyone interested for the nominal price of 2/6.

DORLAND AGENCY, Ltd.,

Dorland House,
14, Regent St., S.W. 1.
Paris, New York, Atlantic City,
Buenos Aires, Rio de Janeiro.



THE BEST FREE GIFTS.
SOFT TOYS
Illustrated Catalogue on Request.
MANUFACTURERS, Est. 1914
THE TEDDY TOY CO.,
45, GOLDEN LANE, E.C.1.

We Hear—

THAT generous bookings for space have been placed by the West End stores and drapery firms for their "Great Summer Sales," and that in many instances a start will be made next week.

THAT there has been a pleasant surprise for those who handle the advertising that comes from City offices at the number of prospectuses and company meetings that have lately come their way; and—

THAT the only fly in the ointment has been the somewhat limited lists that have been used, many newspapers that usually figure on prospectus appropriations having been passed over.

THAT the many friends of Mr. Bernard Smith will be pleased to hear that he is now successfully engaged in the City, although in a line that is far removed from advertising.

THAT arrangements are being made for the annual competition for Lord Riddell's Inter-Ad. Clubs' challenge trophy, and that thanks to the donor the meeting will again be held at Walton Heath.

THAT the latest aspirants to honours in the ad. man's world of golf are the new golf circle of the Publicity Club of London, whose players have their inaugural meeting at Neasden one evening next week to compete for several prizes.

THAT Mr. C. F. Leach, vice-chairman of the Port of London Authority, who welcomed the guests at the recent visit of advertising agents and others to the London Docks, and Mr. W. Newton, who was chiefly responsible for the arrangements, have been presented by the visitors with pieces of silver to commemorate the visit.

THAT Mr. Alan Cobham, the famous airman, who has so many good friends at the Aldwych Club, where he has been a frequent visitor, is likely to say "good-bye" to them there before setting out shortly on his next great flight to Australia.

THAT Mr. Gilbert A. Godley, who has been in indifferent health for some time back, is now recuperating at Margate.

THAT there are indications that National Baby Week, which falls due in July, will see an added interest in those advertisements that are designed to appeal to his majesty the baby, or those who have his well-being at heart.

THAT Messrs. Worthington, whose amusing illustrated advertisements have been much missed for several weeks, have restarted their delightful series in the leading newspapers.

THAT one of the most striking signs of any advertising agency in town is to be found on the new corner building in the Strand (leading to Waterloo Bridge) where Messrs. Rudolf Mosse, Ltd., have their headquarters, its blue ground with white lettered sign showing a new note in things of that sort.

THAT the old saying, "It's an ill wind that blows nobody good," is given frequent expression to these days by those advertisers of raincoats—or weather-proofs as the more up-to-date call them—and umbrellas who have been very much to the fore lately in the advertisement columns.

THAT Mr. A. Wardle Robinson and Mr. Edward R. Roberts had the satisfaction of seeing a large number of advertisers, agents and newspaper representatives turn up at Moor Park last Friday and Saturday to see the golf tournament arranged by the *Evening Standard*.

THAT the respective skippers of the cricket teams who will represent the Agencies v. the Representatives at the annual match at Beckenham on June 29 have been busy spotting talent for the event, and that each is out to put on the field the strongest eleven that his side of the advertising business can produce.

THAT the sympathy of his many friends has been extended to Mr. F. Bennett, of Messrs. Smiths' Agency, Ltd., on the death last week by a motor accident, near Dieppe, of his younger son, Rex, who since the war has been engaged in the automobile business in France.

THAT Mr. P. Cooper, of Messrs. Cooper, Dennison & Walkden (advertisers of a well-known brand of marking ink), and Mrs. Cooper have celebrated their golden wedding.

THAT advertisers are showing at present a partiality for insets to carry their messages, and that this form of announcement is said to be going to increase in favour and regain something of its once great popularity.

THAT another notable advertising firm, Messrs. Austen Reed, Ltd., are completing the building of handsome premises in Regent Street, where so many firms of advertising fame are now housed in palatial quarters.

THAT in the opinion of experts in display there is nothing better in window shows of artistic merit and sale sense than those to be seen in Regent Street.

THAT Messrs. Lever Bros., Ltd., whose soap advertising has recently been severely curtailed, have recommenced placing appropriations for Trufood and Icilma.

Put **Ideas** in your campaign
It sells in the home

We Hear—

THAT the West Surrey Dairies, Ltd., who have made a big seller of their Cow and Gate Milk Food, have in preparation a new scheme of insurance for children's welfare that is likely to call for a substantial amount of advertising to make it widely known.

THAT the *Limerick Leader* has installed one of the latest B type Cossar machines, the first to be set up in the Irish Free State.

THAT the recent famous speech of the Prince of Wales on selling British goods, which was the subject of a vigorous article in the WEEKLY by Mr. W. H. Harford, has evidently had its effect on some manufacturers; and—

THAT Mr. W. F. Price, Continental manager of Two Steeples, Ltd., is making a business trip practically round the world, covering roughly 10,000 miles, and carrying his firm's products into numerous markets.

THAT "His Master's Choice" is the subject of a Scotch whisky advertisement in which a faithful collie dog plays an important part.

THAT the Mutagraph sky sign recently fixed up in Gordon Street, Glasgow, is attracting much attention even in these long light nights.

THAT all the artist-friends of Mr. George W. Leech, art director of Derrick's, will be pleased to hear that his water-colour "Lewes from Offham" (No. 824 in the Water-Colour Room) is to be seen in this year's Academy. This is the second year in succession that the Selection Committee have accepted Mr. Leech's work.

THAT various big accounts have been changing hands and that others are expected to do shortly.

THAT so keen has been the demand for window spaces in the Dublin tram cars that practically all spaces are now completely booked.

THAT with characteristic foresight the Sun Life of Canada Insurance Co., which has recently extended its operations to the Irish Free State, had adapted its advertisements to their new environment.

THAT similar action has been taken by the proprietors of Rose's Lime Juice and Ensign films and cameras, the advertising for which in Ireland is being prepared and issued in Dublin by McConnell's & Kenny's Agencies, respectively.

'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a
superb delicacy, the
result of a matchless
blend of the finest
Virginia Tobacco

10 for 10½ | 50 for 4/3
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1 P4

AN ADVERTISING MAN

who has

"Explored the Overseas Markets"

FRESH from several years' experience as Chief Copy and Ideas Man with the leading Advertising Agency in Australia and its Associate House in New Zealand, his services are available to an Agency or Manufacturer who means to keep pace with every tick of the clock.

An Englishman with an English Public School education and wide experience with leading London Agencies and as Advertising Manager to prominent English Manufacturers previous to this excellent experience gained Overseas.

He has created advertising for new products which are in world-wide demand to-day. He is young enough to keep in the front line and old

enough to know when to advance and when to hold the line.

He knows how to write copy, prepare distinctive lay-outs, compile booklets, trade shots, etc., and obtain correct illustrations, blocks and type-settings.

He works with zest on modern lines and for a reasonable salary. Apply:

T. H. E. Ashes,

c/o "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.

KEY A SPACE IN THE EMPIRE NEWS

The Mail-Order Medium that pulls-and pulls-and pulls

ADVERTISING TO AGRICULTURISTS

To reach Farmers and Breeders in England use the

Ministry of Agriculture Journal
(MONTHLY)

and

Agricultural Market Report
(WEEKLY)

For special appeals to Sheep Farmers, Pig Keepers, Poultry Farmers and other special sections of the industry, use specialised

LEAFLETS & PUBLICATIONS

dealing with particular topics.

Specimens and particulars of these and other advertising spaces in Government issues, from:-

THE CONTROLLER
(Advertising Department),

H.M. STATIONERY OFFICE,
WESTMINSTER, S.W.1

Successful Irish Advertising must include
THE

Limerick Leader

Published in Limerick, the most progressive city in the Irish Free State, the "Limerick Leader" guarantees twice the circulation of all the other local newspapers combined.

STOP WASTE ADVERTISING BY INSERTING IT IN THE 'LEADER'

Address: 54, O'CONNELL ST., LIMERICK.

Overseas Advertising

Over 50 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,

36-38, Whitefriars Street, E.C.4.

Telephones: Central 8877

Telegrams Remyek, London.

**Designs for all
Advertising purposes
- at moderate cost -**

R. Breslin
8 Parkhill Road, Hampstead.

SEND A TRIAL ORDER
to

ELPHICKS

The Prompt Printers,

BIGGLESWADE - Beds.

Inter-Empire Advertising

New Australian Agency Aims at Reciprocal Marketing

IT is in recognition of the importance of inter-Empire marketing, consultation and advertising that a new company—the David Allen Australian Advertising Agency, Ltd., combining the David Allen Services and the Australian Advertising Agency, Australia House, has been formed. The associated companies in the David Allen Services are engaged in all forms of publicity and market-consulting practice. The directors in the parent companies realised that a special organisation was necessary in order successfully to handle Anglo-Australian business, and to this end the new company has been formed.

The names of the individual directors make it clear that there has been a combination of British and Australian points of view.

The Chairman is Mr. St. Clare Grondona, an Australian, to whose book on the Commonwealth, with its colloquial title, "The Kangaroo Keeps on Talking," Mr. Baldwin wrote a eulogistic introduction. Mr. St. Clare Grondona also wrote "The Romantic Story of Australia," which has an introduction from the pen of Mr. S. M. Bruce, Prime Minister of the Commonwealth.

Lieutenant-Colonel G. S. Hutchison, D.S.O., M.C., is Controller of the David Allen Services, and managing director of the advertising company. He has travelled extensively in all five continents, and spent some years in Australia. He was Secretary to the British Commissioner, Upper Silesian Commission in 1920/21, and he attended the Genoa Economic Conference in 1922. The following year he was on the delegation of British Business Men to the U.S. During the British Empire Exhibition Colonel Hutchison was Chairman of the British and Imperial Trade Committee. Among the most noteworthy of his publications is the "History of the 33rd Division."

Mr. W. E. D. Allen is Chairman of Directors of the David Allen Advertising Agency, and is on the directorate of all the associated companies. During the Kemalist War Mr. Allen was special correspondent of the *Morning Post* in Asia Minor. He is the author of "The Turks in Europe" (1919), "The Balkans and Caucasian States" (1923) and "Beled-es-Sida." He was Unionist candidate for Tyrone, Fermanagh, in 1922.

Mr. C. H. Chomley, B.A., LL.B. (Melbourne University), is editor and proprietor of the *British Australian and New Zealander*, and is a director in the Australian Advertising Agency. Among Mr. Chomley's numerous publications are "Protection in Australasia and Canada," "Australian Pros and Cons," "Australia, the Coming Cotton Country," and "Money Based on the World's Goods."

Mr. Eldred F. Hitchcock, C.B.E., is Chairman of Directors of the Australian Advertising Agency, and of Eldred Hitchcock and Partners, Ltd., and is a director of several other companies. He had for many years been actively associated with the marketing in this country, and on the Continent, of Australian primary products, and during the War was intimately connected with the Imperial Wool Purchase.

Captain Miles P. Graham, M.C., is a director in the David Allen associated companies, the Central Iron and Metal Company, and a partner in the Northern Products Shipping Company.

It will be observed that the directorate of the Australian company has been chosen from the David Allen Services and the Australian Advertising Agency, and represents a fusion of interests.

It is well known that the Australian producers, with the help of a subsidy from the Australian Government, propose to embark upon an advertising campaign throughout Great Britain, which will involve the expenditure of £100,000 per annum for three years. The first section of the newspaper appropriation, that devoted to the advertising of Australian apples, is now being handled by the David Allen Australian Advertising Agency.

The new company has established branches at the National Mutual Buildings, 350, George Street, Sydney, and at 434, Collins Street, Melbourne, in order to be able to watch the interests of British advertisers in Australia. It is felt that British exporters need only to be convinced of the market that awaits them in Australia to utilise a sum on advertising in the Commonwealth equivalent to that which it is proposed by the Australian Government and producers to spend in the United Kingdom.

The new Company's declared policy is not to act for any other than British and Empire producers and manufacturers.

The Regulation Act

Home Secretary and a High Court Decision

THE Home Secretary received a deputation, last week, from the County Councils' Association in regard to the question of by-laws to be allowed under the new Advertisements Regulation Act. The deputation included Lord Newton, Lord Strachie, Sir William Mount, Sir Edmund Turton, M.P., Colonel Watts-Morgan, M.P., Mr. Freer, Mr. Johnson, secretary of the County Councils' Association, and Mr. Davis, clerk of the Norfolk County Council.

Sir Edmund Turton, in introducing the deputation, referred to the judgment given by the High Court last month in the case of the United Billposting Company v. the Somerset County Council. In that judgment the Court had found

that a by-law made under the Act of 1907 in a somewhat similar form to the Norfolk form was not invalid on the ground of uncertainty.

The Home Secretary told the deputation that it was unnecessary for them to elaborate their case, as in view of the High Court decision to which Sir Edmund had referred he had decided not to object to the Norfolk form of by-law. He thought that this form of by-law might possibly lead to difficulties in administration and to litigation, and that the alternative form suggested by the Home Office would be more effective. He did not, however, propose to withhold his consent to by-laws in this form, but the responsibility must rest with the local authorities adopting such a form.

The Advertiser's Weekly

4^D A COPY
20/- a year
Post Free
Regd. at G.P.O.
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



JOHN BULL
TWO PENCE
OVER A MILLION CERTIFIED SALE

Think in Millions
Advertise in "John Bull"

For Rates and Particulars apply:—
PHILIP EMANUEL, Advertisement Director,
ODHAMS PRESS Ltd. Long Acre, W.C.2

THE ONLY WAY

Tell it in Two Million Homes through The "Sunday Pictorial"

The week to week circulation figures from October 4th, 1925, to March 28th, 1926, are as follows :—

1925					1926				
October	4	2,302,691	January	31	2,323,118
"	11	2,330,959	"	10	2,331,065
"	18	2,325,995	"	17	2,324,064
"	25	2,308,404	"	24	2,320,644
November	1	2,302,232	"	31	2,322,607
"	8	2,268,268	February	7	2,320,531
"	15	2,264,126	"	14	2,356,130
"	22	2,390,295	"	21	2,368,763
"	29	2,416,983	"	28	2,367,336
December	6	2,369,046	March	7	2,375,921
"	13	2,342,761	"	14	2,372,845
"	20	2,327,090	"	21	2,363,996
"	27	2,353,593	"	28	2,364,728

The above figures are exclusive of all Free, Voucher, and Complimentary Copies.

The Sunday Pictorial

CIRCULATION WELL OVER TWO MILLION COPIES PER ISSUE

Phone:
Central 3440 (Seven Lines).

Specimen Copy, Rates and Full Particulars
will be sent on application to

SIDNEY D. NICHOLLS
ADVERTISEMENT MANAGER
Geraldine House,
Rolls Buildings,
Fetter Lane,
E.C.4.

Telegrams:
"Sunpicad, Fleet, London."

A CAMPAIGN IN ITSELF

The Week in Advertising

International Advertising Association—Publishers and Agents—Mr. Crawford
on the Empire Marketing Board

The New Title

FOLLOWING the change of title of the British organisation of advertising men and women last winter comes a change, officially approved at the Philadelphia Convention, in the name of the A.A.C. of W. This parent body of organised advertising will in future be called the International Advertising Association. We think the alteration is for the better. It certainly avoids the possibility of an erroneous impression from the divergent meanings of the word "Club" as used in the United States and as used in the Old World. It has, for us in Europe, more of the ring of an organisation for business purposes. Another cause for satisfaction in the deliberations at Philadelphia is the re-election of Mr. C. K. Woodbridge. He has toiled as few men could have done in the interests of the international organisation. His re-election is largely a tribute by his compatriots for his work for American advertising, but advertising men and women in all other countries warmly support the choice.

Empire Marketing

AS we foreshadowed last week Mr. W. S. Crawford is to be one of the representatives of Great Britain on the Empire Marketing Board. This is a matter for congratulation, not only on personal grounds, but on business grounds. It means that the Board from the start will be kept in the closest touch with expert advertising opinion, and that the publicity plans of his Board will be drawn up under expert advice and collaboration. We have drawn attention previously to the fact that the official world is coming more and more to realise the importance of advertising, but the

appointment of Mr. Crawford shows also that the importance of advertising in the right way is appreciated. There will be a general feeling of satisfaction throughout the profession at this development, and complete confidence that the large appropriation which is to be devoted to the encouragement of Imperial trade will be used effectively and efficiently.

THIS WEEK'S PAPER

Does Co-operation between Agent and Publisher Benefit the Advertiser?

An Interview with Mr. Horace Imber

Stressing Three Points in the Service—by Peter Merrick

How Tyre Makers gave Service before Sale

A.A.C. of W. Becomes International Advertising Association
Cable from our Special Correspondent in Philadelphia

Using the Chart to Estimate Magazine Values

Getting Past the Door with 33,000,000 Booklets—by Felix J. Koch

And All Regular Features

*Ad. News in Brief
Publication Notes and News
Club Notes and News
Advertiser's Gazette
Current Advertising
We Hear, etc.*

THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4.

Co-operation

A QUESTION of foremost importance is discussed by Mr. Horace Imber in the interview on another page. The service which publishers and agents can and do render to the advertiser by co-operation ought not to require argument, but there is apparently a school of opinion still extant which fails to realise the extraordinary variety of service involved in the preparation and placing of an advertising campaign. Mr. Imber presents the points in this connection very clearly and his remarks should do much to remove any lingering doubts. The interests of the advertiser must be the primary consideration of both agent and publisher, for selfish reasons, if for no better ones. Anyone who has the contrary impression is suffering from a serious delusion.

"Advertising Display"

THIS week we present to our readers the first number of our new Supplement. It will be at once apparent that it is a great advance on anything that has hitherto been achieved in this country in the way of a mirror of current modes in advertising. And it will be our aim month by month to make each successive issue of "ADVERTISING DISPLAY" more helpful, more of a guide to world tendencies than even this first issue. Much valuable matter from our Continental connections has been crowded out of this number, which has already swollen beyond the original scheme of 36 pages. The encouragement we have received indicates very clearly the need for such a work in which the varied arts ancillary to advertising shall be represented in all their latest developments.

THE ADVERTISER'S WEEKLY

JUNE 25, 1928

Does Co-operation Between Agent and Publisher Benefit the Advertiser?

The Common Interest of the Three Parties is to Make Publicity Pay—An Interview with Mr. Horace Imber

AMONG the important topics scheduled for discussion at Blackpool by newspaper executives was one, to be introduced by Mr. Horace Imber, on co-operation of the advertising agent and the publisher as a benefit to the advertiser. There is an immediate interest in this subject, and in view of the fact that Mr. Imber, in common with the other speakers, was prevented from delivering his address, we have asked him to develop the idea for the ADVERTISER'S WEEKLY. This he has done in the following interview:—

NO one, I think, who takes any interest in the development and betterment of advertising will deny that this question is one calling for a definite and a carefully considered reply. Unquestionably, the tendency at the present time is towards closer co-operation between agents and publishers. The tendency has been noted and in some quarters challenged.

And quite rightly so, for we are still in the early days of the organisation of our profession, and we cannot be too careful to make sure that we are working on the right lines. The more we discuss these matters, therefore (always provided we do so in a constructive spirit, and with a real desire to forward the cause of advertising), the better we shall lay our foundations.

The Man who Counts

The question we are discussing is whether or not co-operation between the agent and the publisher benefits the advertiser. It is not necessary for me to say that in this matter, and in all our questions of organisation, the advertiser is the man who counts. He pays the bill, and what we professional advertising men are primarily concerned with is to see that he gets the best possible value for his expenditure.

But I do deprecate *any* form of discussion on advertising which may seem to imply that the interests of different sections in the business can in the long run be opposed. Obviously, the interests of advertisers, agents and publishers are all fundamentally the same. Better service for advertisers means better results; and better results mean more money to spend in advertising.

The First Object

I mention this because I want to make it quite clear that if co-operation between agents and publishers meant any sort of hole-and-corner arrangement to benefit themselves at the expense of the advertiser, I for one should oppose it tooth and nail. No sort of arrangement between agents and publishers can possibly benefit either in the long run that has not as first object the benefit of the advertiser.

The present tendency to co-operation must, therefore, be judged absolutely in that light. If it is for the good of the advertisers it should be encouraged; if not, agents and publishers ought, in their own interests, to put an end to it at once. The question is, does such co-

operation in fact benefit the advertiser? To that question I myself, with others who have had an opportunity of observing how such co-operation works, return an emphatic "Yes!" And I think everyone who fairly considers what is involved must come to the same conclusion.

We all know that the advertising agency of to-day is a very different organisation from that of a few years ago. The service agent of to-day offers the advertiser the benefit of an organisation comprising experts in every phase of marketing. He undertakes to investigate the proposition put before him, to advise on the whole selling campaign, to undertake the preparation of copy and designs, and so on. The mere purchasing of space is the very least of his activities.

High Standard

Obviously it is in the interests of advertisers that this high standard of agency service should be maintained and even raised. But without the co-operation of the publishers the genuine service agent labours under a heavy disadvantage. He has to compete with persons who come into the business perhaps without any knowledge or experience of it; at any rate, without any sufficient organisation or sound financial standing; but who, by reason of their lack of overhead expenses, are able to offer certain apparent but by no means real advantages to advertisers in the way of a return of a part of their discount.

Why should the genuine service agent be subjected to such unfair competition?

Is it to the advantage of the advertiser? Certainly not! On the contrary, the advertiser is entitled to feel assured that the man to whom he entrusts his expenditure is capable of laying out his money to the best advantage.

The only practical way in which this result—so important to the advertiser—can be secured is by co-operation between agents and publishers; the publishers, in consultation with the representative organisation of the agents, exercising a careful discrimination as to the persons to whom they shall allow the agent's discount on advertising. In this way, the publishers are able to promote the cause of better service in advertising—a cause that represents first and foremost the interests of the advertiser.

Sometimes the question is raised—Why shouldn't the advertiser deal direct with the newspapers, and himself get the benefit of the 10 per cent. discount allowed? It is a sufficient answer to this question merely to state the fact that one large advertising agency to-day maintains an organisation costing in overhead charges no less than £100,000 a year. If that agency, and others like it, did not exist, someone would have to maintain the organisation to handle all advertising problems. If each individual advertiser did so, he would almost certainly find that it cost *more* than the discount he might receive. If the publishers did so they would be unable

to afford to allow the discount, and, moreover, the variety of and possibly conflicting service offered by competing newspapers would destroy the possibility of coherent advertising plans. Certainly the advertiser would lose in the long run by the change.

The mere fact that about 80 per cent. of display advertising comes to the newspapers through the service agencies proves conclusively the value that advertisers attach to their work.

No one practically acquainted with modern advertising desires to see the service agency abolished. On the contrary, its value to the advertiser calls for still more progress and improvement. And the first essential of such progress is co-operation with the publishers to raise the standard of service.

But the advantages to the advertiser of close co-operation between the agents and the publishers do not rest upon this large question of principle alone. I cannot now go into all the details of business in which the advertiser benefits through the close association of his agent with the publishers. They are obvious enough to anyone engaged on the day-to-day problems of advertising. Let it only be remembered that the publishers represent the media through which the advertiser makes his appeal to the public. It is impossible for every advertiser to know all the points about every publication in which his advertisement appears; but it is the business of the agent to know. Quantity and quality of circulation; the peculiarities—the individuality one might say—of each newspaper or magazine; its mechanical requirements, and a hundred other things the agent must know if he is to give the best service to his principal. And the advertiser reaps the benefit of the agent's close association with the publishers, in copy exactly suited to each type of media, in the right choice of dates and positions, and in other important details familiar to practical advertising men.

Summing Up

Let us sum the matter up. The object of the agent is to make his client's advertising pay. Largely in his own interests, if you like, but still that is, and must be, his primary object. And the object of the publisher is the same—to make the advertising pay in order that it shall come back again.

Why, then, shouldn't agent and publisher co-operate, since the object of both must be to benefit the advertiser? The co-operation of agent and publisher reveals itself, when considered in this light, not as some underhand intrigue to the detriment of the advertiser, but as a conspiracy to make his advertising pay!

So I come back to my original point, that our interests are, and must always be, essentially the same. And I personally believe that those interests will best be served in the future, as to-day, by a close co-operation between agents and publishers for the betterment of advertising.

Stressing Three Selling Points in the Service

How Tyre Makers Gave Service Before Sale—Educating Dealer and Public—Indemnification for the Car Owner

By Peter Merrick

THE giving of service is admitted in business circles to-day to be quite as important as the giving of value. This is recognised particularly by the leading car manufacturers who give excellent service in connection with road depots, accessories and spare parts, particularly after the purchase of the car.

One British firm, however,—the makers of the Avon tyres—set out to make known their products from the service angle both before and during the sale. This they have done in three ways, in order to eliminate as far as possible three great bugbears which cause a considerable amount of trouble in the tyre industry. These are multiplicity of sizes, conversion to balloon types and the fluctuations in the market price of rubber.

The Size Difficulty

Concerning the first, it is common knowledge that two years ago there were only about fifteen standard sizes to meet the requirements of every make of car. To-day, however, there are at least one hundred sizes, and it is obviously impossible for the dealer to stock every size in every make. The Avon company, therefore, decided so to advertise and market their tyres that if a car owner should ask for any make, say one of the great international tyre manufacturers' brands, and it should be out of stock, the customer would readily accept the dealer's suggestion that he should fit the car with the same size British Avon and thus gain a permanent customer for the tyres.

In order to make this as simple as possible the company prepared charts which tell the dealer at a glance exactly which size in Avons is best suited for each make of car, thus enabling him to stock the sizes which will be most profitable for his trade—that is, those which will fit the most popular types of cars on the road. The charts are produced in showcard form advertising Avon tyres, and are hung in the main garages and workshops of the Avon agents.

The points emphasised in the charts are also brought out in advertisements in the motoring and national Press, thus appealing at once to the dealer and to the consumer from the same angle. This policy has resulted in a big addition of new consumers of Avon motor and motor-cycle tyres.

Another sales effort was made in connection with the increased popularity of balloon tyres. Many car owners, it was found, were desirous of fitting balloon tyres to their pre-1925 cars in place of the old high-pressure tyres, but were being deterred by the cost of purchasing the necessary new wheels. The Avon Co. therefore decided to advertise an offer of free wheels for conversion purposes on the following conditions:—For full conversion to spoke wheels, four wheels were given free and the fifth (spare) was charged at list price; for half-conversion three wheels had to be ordered, and two out of the three were free. In conversions to single disc wheels the wheels were always presented free, two, three or five, and in each instance the old wheels became the property of the Avon Company. These free wheels were naturally given only in return for an order for Avon balloon "comfort" tyres.

This scheme meant a big saving of outlay for car owners and was very successful, enabling many would-be purchasers to fit their cars with balloon tyres at once.

The third difficulty is a very frequent one on the tyre-making industry, for

when the rubber market is falling the car owner naturally puts off his renewals until the last possible moment in the hope of saving money. This sometimes means a very appreciable falling off in the demand at certain periods. For instance, this Easter, a time when the motorist always overhauls his "rolling stock," the rubber market had been falling for some time, and as a result the demand was not as good as it should have been.

Falling Rubber Prices

The Avon company met the situation by issuing their "indemnity" offer which guaranteed that, if the price of tyres should fall between the period of April 1 to May 31, the company would refund the difference to their customers. This offer embraced motor and motor-cycle tyres, applied alike to dealer and car owner, and extended for one calendar month from the date of purchase, but not after May 31. It was widely advertised and all the announcements concluded with the key-note of the scheme:—"Motorists and motor-cyclists who are postponing their Spring tyre replacements in the belief that a fall in prices is imminent need hesitate no longer. Fit new Avons under the above indemnity and be 'safe for thousands of miles.'"

Copy men will note the new line taken in the wording of the Spring call to the road which takes the form of an impression in word painting. This is a style which is practically new to advertising, but its "modern" note has proved very successful. The Avon Co. also have many attractive dealer helps, leaflets, etc., and a most interesting house organ entitled *Tyre Topics*, which has received a

warm welcome from the trade.

Mr. Peake-Jones, the London and advertising manager for the Avon India Rubber Co., Ltd., who instructed the Milton Advertising Agency, has found a big growth in his firm's tyre business as a result of this campaign.

It has certainly been proved that the offer of service before the sale is effected is appreciated by consumers.

MOTORISTS & MOTOR CYCLISTS

Indemnity

AVON

Motorists and motor-cyclists who are postponing Spring tyre replacements in the belief that a fall in prices is imminent need hesitate no longer. Fit new Avons under the above indemnity and be 'safe for thousands of miles.'

April—the open road—a car!

April! English lanes—Scottish moors—Welsh hills—Irish glens. Lordly limousine or nippy runabout!

Fill up radiator and tank, feed the greasers, go over your tyres. It's tyres that make your byways highways. British tyres! Avon tyres!

Make tyres a first care—they cost so little, last so long, mean so much. No need to risk running a flin one. Replace now with a trusty British Avon and be safe while you save. If prices are reduced within a month we will refund the difference.

AVON

British Cords

THE AVON INDIA RUBBER CO. LTD. Registered Office and Works: WILKINS ROAD, WILKINS, BRISTOL.

We will offer

Free Wheels

for 'COMFORT' CONVERSIONS

Nothing improves so old as new. No Car or Tyre. No light or dark with high-pressure. No need to hesitate. You can now convert your old car from high pressure to Avon "Comfort" (Free Wheels) type without incurring the cost of new wheels.

The Avon "Free Wheels" Offer is extended for a limited period only (April 1st to May 31st) and is made possible by a special arrangement with the rubber market. Order through your usual dealer or write for full details and address of nearest Avon agent.

Motorists!

YOUR choice of wheel on "Avon" type for motor and motor-cyclists (new or used) is now available in British Avons. Specimens are available for the following sizes—

22 x 4-00—12 A.C. 10 and 11 Bikes.	28 x 4-00—12 A.C. 10 and 11 Bikes.
24 x 4-00—12 A.C. 10 and 11 Bikes.	30 x 4-00—12 A.C. 10 and 11 Bikes.
26 x 4-00—12 A.C. 10 and 11 Bikes.	32 x 4-00—12 A.C. 10 and 11 Bikes.
28 x 4-00—12 A.C. 10 and 11 Bikes.	34 x 4-00—12 A.C. 10 and 11 Bikes.
30 x 4-00—12 A.C. 10 and 11 Bikes.	36 x 4-00—12 A.C. 10 and 11 Bikes.
32 x 4-00—12 A.C. 10 and 11 Bikes.	38 x 4-00—12 A.C. 10 and 11 Bikes.
34 x 4-00—12 A.C. 10 and 11 Bikes.	40 x 4-00—12 A.C. 10 and 11 Bikes.
36 x 4-00—12 A.C. 10 and 11 Bikes.	42 x 4-00—12 A.C. 10 and 11 Bikes.
38 x 4-00—12 A.C. 10 and 11 Bikes.	44 x 4-00—12 A.C. 10 and 11 Bikes.
40 x 4-00—12 A.C. 10 and 11 Bikes.	46 x 4-00—12 A.C. 10 and 11 Bikes.
42 x 4-00—12 A.C. 10 and 11 Bikes.	48 x 4-00—12 A.C. 10 and 11 Bikes.
44 x 4-00—12 A.C. 10 and 11 Bikes.	50 x 4-00—12 A.C. 10 and 11 Bikes.
46 x 4-00—12 A.C. 10 and 11 Bikes.	52 x 4-00—12 A.C. 10 and 11 Bikes.
48 x 4-00—12 A.C. 10 and 11 Bikes.	54 x 4-00—12 A.C. 10 and 11 Bikes.
50 x 4-00—12 A.C. 10 and 11 Bikes.	56 x 4-00—12 A.C. 10 and 11 Bikes.
52 x 4-00—12 A.C. 10 and 11 Bikes.	58 x 4-00—12 A.C. 10 and 11 Bikes.
54 x 4-00—12 A.C. 10 and 11 Bikes.	60 x 4-00—12 A.C. 10 and 11 Bikes.

Also sizes available in 4-00, 4-50, 5-00, 5-50, 6-00, 6-50, 7-00, 7-50, 8-00, 8-50, 9-00, 9-50, 10-00, 10-50, 11-00, 11-50, 12-00, 12-50, 13-00, 13-50, 14-00, 14-50, 15-00, 15-50, 16-00, 16-50, 17-00, 17-50, 18-00, 18-50, 19-00, 19-50, 20-00, 20-50, 21-00, 21-50, 22-00, 22-50, 23-00, 23-50, 24-00, 24-50, 25-00, 25-50, 26-00, 26-50, 27-00, 27-50, 28-00, 28-50, 29-00, 29-50, 30-00, 30-50, 31-00, 31-50, 32-00, 32-50, 33-00, 33-50, 34-00, 34-50, 35-00, 35-50, 36-00, 36-50, 37-00, 37-50, 38-00, 38-50, 39-00, 39-50, 40-00, 40-50, 41-00, 41-50, 42-00, 42-50, 43-00, 43-50, 44-00, 44-50, 45-00, 45-50, 46-00, 46-50, 47-00, 47-50, 48-00, 48-50, 49-00, 49-50, 50-00, 50-50, 51-00, 51-50, 52-00, 52-50, 53-00, 53-50, 54-00, 54-50, 55-00, 55-50, 56-00, 56-50, 57-00, 57-50, 58-00, 58-50, 59-00, 59-50, 60-00, 60-50, 61-00, 61-50, 62-00, 62-50, 63-00, 63-50, 64-00, 64-50, 65-00, 65-50, 66-00, 66-50, 67-00, 67-50, 68-00, 68-50, 69-00, 69-50, 70-00, 70-50, 71-00, 71-50, 72-00, 72-50, 73-00, 73-50, 74-00, 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A. A. C. of W. Becomes International Advertising Association

British Delegates at Philadelphia—Change of Name Decided—
Next Convention at Denver—Advertising as a Business Stabiliser

(ADVERTISER'S WEEKLY Special
Cable.)

Philadelphia, Tuesday.

THE British delegates to the Philadelphia Advertising Convention arrived in New York on Friday evening in the *Beren-garia*, after an exceedingly fine voyage. The good weather and the liner's great comfort combined to make a thoroughly enjoyable trip.

On arrival in quarantine the delegates were met by President C. K. Woodbridge and Mr. Green, who welcomed them on behalf of the Convention organisers. There were enthusiastic scenes on arrival at the pier, where a large gathering of members of the Advertising Club of New York had collected to give the British delegates a really hearty reception.

New York Visit

On Saturday, at noon, the delegates were received by the Mayor, and afterwards were entertained royally by the Advertising Club of New York, who spared no pains to make the short stay in the city one of great interest.

Proceeding to Philadelphia on Sunday, the delegates, on arrival, were received by the Mayor at Independence Hall. The Mayor, in his speech, said that to secure the success of the great Philadelphia exhibition commemorating the 150th year of American independence, wider publicity was absolutely essential. The delegates to the Convention responded immediately, and appointed a committee of experts to work out a comprehensive campaign to attract visitors. The

exhibition wants to reach 50,000,000 people, and if this total is not obtained the aims and purposes of the patriotic men and women who have made the exhibition possible, it is admitted, will have failed.

At the great inaugural meeting in the Exposition auditorium, 16,000 delegates heard inspiring orders by Dr. Parkes Cadman on imagination and advertising.

The morning's session was devoted to an address of welcome by Mr. C. K. Woodbridge, president of the Asso-



Mr. C. K. Woodbridge, re-elected
president

ciated Clubs, and replies by the delegates. In the afternoon, when Lieut.-Col. E. F. Lawson presided, various instructive papers were read. The reception by Mr. and Mrs. E. T. Stotesbury in the afternoon was followed in the evening by a grand procession, entitled "The Pageant of Advertising." Most of the speakers emphatically maintained that trade and advertising were perhaps the two greatest forces to-day in promoting friendship and understanding between the nations.

In the evening seventy-one women's clubs entertained the overseas delegates to dinner. Lieut.-Col. Lawson, in a short speech, was as witty as ever, and the dinner was a splendid success from start to finish.

On Tuesday, Lieut.-Col. Lawson presented Sir Charles Higham's picture of William Penn receiving the charter of Pennsylvania from Charles II. to the Poor Richard Club, amid great enthusiasm, and he received in return a Gavel made from wood of the flagstaff of independence. A similar presentation was made at the President's dinner to Mr. Slaughter for Ulster, and to Mr. Eric Field for the Thirty Club.

The Change of Name

It was decided at the general session that the next Convention should be held at Denver, and Mr. Woodbridge was re-elected president. One of the most interesting features of the session was the decision to change the name of the Associated Advertising Clubs of the World to the International Advertising Association.

The main theme of the Convention is that advertising is the greatest stabiliser of business, and the enthusiasm at every session has been quite remarkable.

Philadelphians have set out to equal London's hospitality, and there is little doubt that they are succeeding admirably. The British delegates are being treated right royally, and the success of the Convention is even greater than had been anticipated.

CHARLES F. HIGHAM, LTD.

have been appointed

Sole Advertising Agents

for

THE BRITISH INDUSTRIES FAIR



Act, in the living present

The old tradesmen who placed crude and ludicrous wax models outside their shops had the instinct for advertising. We who are accustomed to the more refined and artistic creations of the modern store are perhaps not the best judges of whether the ridiculous old dummy was sound salesmanship in its day and generation.

But we can realise what big strides some advertisers have made, how they have employed art and literature and psychology, knowledge of markets and habits and customs in the service of salesmanship.

We can appreciate how stunts and drum-beating have been superseded by refinement and reason and forceful commonsense. Every day we have evidence of how the progressive advertising agency plans printed salesmanship on a background of knowledge; knowledge of the product, of trade practices, of the needs of the public, of the strength of competition, and of the mind of the people.

Advertisers in scrapping methods that may have served a decade ago and adapting themselves to a more thinking age are like the proprietors of the big stores smashing the inane old dummy, and securing the goodwill of those who live vigorously in a quickly moving civilisation.

SAYWARD BAKER & CO

Advertising from A to Z

27 Chancery Lane
London W.C.2

Telephone
Holborn
5528 (5 Lines)

Telegrams
"Sabazia, Holb.
London"

GIBBS DENTIFRICE • OVALTINE • VULCAN MOTORS • FITU CORSETS
ROTHMAN'S • GLAXO • NORTH BRITISH RUBBER CO. • YOUNGER'S SCOTCH ALE
POMPEIAN BEAUTY PREPARATIONS • CLARK AND COATS • MURRAY'S MELLOW MIXTURE
ST. MARGARET'S HOSIERY • DROMEDARY DATES • DEL MONTE CANNED FRUITS

H. BURY

Getting Past the Door with 33,000,000 Books

National Health Campaign that Brings New Policies to an Insurance Company—Reducing Risks as a Selling Point

By Felix J. Koch

GIVING away 33,000,000 booklets a year for advertising purposes is a big contract. There is such a campaign in operation, however, in which the advertising element is strictly limited to one line of type which mentions the name of the firm.

There are a score of different titles to the books but they all treat of one subject from a different angle—and the subject is "How to Live Longer." Expressed in one word it is "Health," but the real object of the campaign is to make more people attain a ripe old age. And the advertisers are the Metropolitan Life Insurance Co., of New York.

Handy Size

All the books are of uniform size, and a size that a woman may slip in her shopping bag for street-car perusal or for reading while awaiting companions in the rest room at the store—five-and-a-quarter inches across the page, seven-and-an-eighth inches base to top.

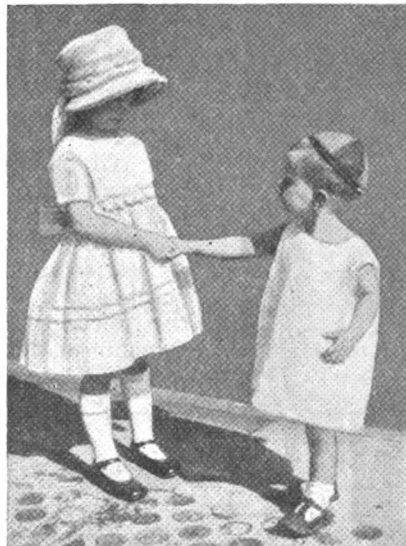
Each of the books is bound attractively in a neat, dignified, and yet colourful cover; no two of these covers are quite the same.

In the fiscal year ending August last exactly 33,322,161 copies of these booklets were given away free to the American householders. Not one of these books costs the recipient a single penny! Not one contains a line of advertising matter; except for the fact that at just one place in each work is the name of the big New York life-insurance concern, which has had them written, printed, and broadcasted among its agents for distribution.

Some Subjects

There are books in the set which will tell you: "All About Milk," to quote from one; there are books for the school-boys on: "The Care of the Teeth"; there are books on "Tonsils and Adenoids," on "First Aid in the Home," and "How to Live Long."

How is the big insurance company, whose business-building experts never once permit a cent to be wasted, getting returns from this propaganda, except that the more that people in general may know as to their children's health the more they may safeguard these potential policy-holders of to-morrow; the more anxiety, trials, hardships often, they may save themselves, and so lower the death-rate in the locality; in which benefit, it becomes obvious at once, the policy-holders of this concern, too, will share?



The introduction

In the same fiscal year this concern has conducted two-hundred-and-sixty-five health exhibits, stressing the health of the small child for one point.

It has played a very vital part in a hundred and seven child and adult health campaigns, and again in thirty "Baby Weeks," so called.

It has done no end of other things tending directly and indirectly to preach the gospel of child health, scattering information as to how best to take care of the children.

We put the question very frankly, therefore, for the benefit of those who would have like concerns do much the same work in their areas, to Mr. Ronald Moore, "star" policy-winner for the company in its big Mid-Western area centred at Cincinnati:

"Just how does the authorised agent of your company, ready to give these books to whosoever may request—'prospect,' 'debit,' or none—also use them as a legitimate means towards serving him in securing policies in earning his daily bread?"

"Ours, I should perhaps explain at the start," said Mr. Moore, "is what is known as a weekly-insurance house. It follows, therefore—and I mention this, as being important in the story of disseminating the health-literature—that we have the agents going about collecting the agreed payments every week. Whether the woman at the door asks for the next issue of whatsoever the work may be or not, we leave a copy with her, then and there; and we know now that the heaven set working thus will

operate for the good of all concerned in the end!

"Each agent of the company, assigned a stated area of town or country, goes each day into a territory where, with rare exceptions, he hasn't the remotest notion who may tenant the houses that flank his way!

"He starts the given morning we may choose for the story exactly where he left off in such work the day before.

"But he does not start on these homes to be visited for what we know as 'new work' until eleven of the morning. He keeps at this work steadily until three o'clock, and sometimes four. After that a strange psychology of human nature makes it not worth the man's while to attempt to write new debits there. So, too, the man halts on his rounds from twelve noon until sharp one; you cannot do business worth the effort in the noon-hour, we have also long since found!

"Taking the Anglo-Saxon homes as they come, by and large, big and little," he continued, "we find that an agent, out these four to at most five hours in this New Field work, will average about a dozen calls.

The Attack

"It is in the making of these initial calls then that we make our first point of attack.

"The booklets provide the big 'Open Sesame' in solving the household solicitor's greatest problem, the 'getting past the door.'

"If we do say it ourselves, they take rank with the best of medical works compiled under the respective titles for the popular reader. We have had them approved by the public health authority in every area where we operate. We have had that health authority convinced that distribution of those books will really do much for public health there. We have won the right from such authority to say that we are co-operating with it in the matter of public welfare.

"And so, because the books contain no advertising, except the one line or so stating by whom issued, because they make no propaganda for stated doctors, cures, medicines, and the like, we may say, and we do say, to whosoever opens the door, that we are—" and he nodded that we take this down exactly—

"In co-operation with the city, or county, healthy authorities in the matter of public welfare.

"Invariably that 'gets us past the door'—invariably that brings the person in point to ask us squarely in!

"Assume, as is almost always the case, it is the woman of the house who has opened the door thus, who has asked us, in effect, to step in. Almost the moment we are well in the room, and she has had a chance to hear what we may have to say, we ask her if she happens to be one of the good women of the locality who are taking advantage of our nursing service. The very way of asking the question is that of

(Continued on page 458)

A Quality Penny Paper
was needed.

THE SUCCESS
OF
The Morning Post
(NOW ONE PENNY)
PROVES IT.

INCLUDE

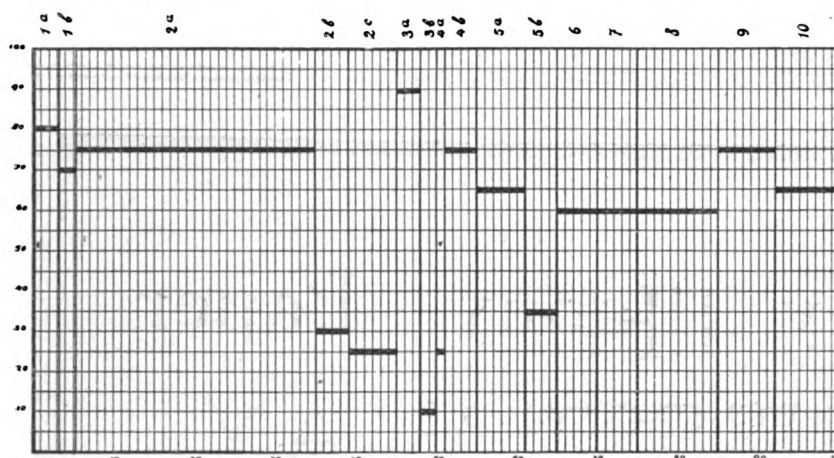
The Morning Post

The National Newspaper

ONE PENNY

MORNING POST BUILDING,
346, STRAND, W.C.2.
Telephone : City 1500

PERCY WATSON,
Advertisement Manager.



Using the Chart to Estimate Magazine Values

THERE is a constant effort in the whole of America's industrial and commercial fabric to "boil down" all elements, obtained by experiments or actual practice, into graphs or tables.

This has certainly helped the quick development of industry and given the New World the benefit of concentrated studies where the Old World has mainly the benefit of tradition.

Advertising has not escaped this systematising, and from time to time we have studied a number of graphs, some of which could be adapted, with profit, to the needs of our own country.

The preparation of most of this data can only be obtained with a co-operation of what are still often regarded over here as conflicting interests.

Service Value

Of particular interest is the "magazine value graph" used by an American advertising agency and built on a careful study of all existing media in that category. Special attention is given in this to the service value of the media and two distinct estimations are made:—

(a) The relative importance of each point examined, in relation to all points examined (regardless of the media).

(b) The actual percentage value of each item concerning the actual publication under review.

The point-scale, reproduced on this page, gives the different elements out of which the value estimate will be built.

(1) The generic number of the item (of which there are two).

(2) The general classification and the sub-classification.

(3) The relative importance estimate of each sub-classification, and

(4) The relative importance estimate of the general classification.

The first divisions to be shown on the graphs are those of the relative importance of each item considered. For this a paper divided into 100 small horizontal sections would be best.

Let us admit that 1 (a) has a relative value of 3. We can indicate this by marking off three sections: 1 (b) valued 2, this number could be also marked; 2 (a) being considered very important—in fact a value of 30—compared with the other items, the following 30 horizontal section could be set aside for this. And so forth.

The "relative value" (horizontal) graph being ready, the drawing of the "actual percentage value" (perpendicular) graph could now be started.

The total makes 100, and the "ideal" publication under all items, should only obtain this value. In practice each item is examined in turn, and an estimate is made as to the percentage value of the actual publication.

Let us take two examples:—

Suppose that a careful study of the publication enables one to allow under 1 (a) 80 per cent. of what I shall term "ideal" production. This could be indicated as shown on the graph. The position being judged less favourable for 1(b)—in fact, only 70 per cent.—this is then indicated on the graph. Two horizontal divisions are devoted to this (see point scale) and 70 per cent. cut off with a perpendicular line.

Building the Graph

In this manner the graph is built up indicating, in depth, the relative value of each item compared with others examined and, in width, the percentage estimate of the particular publication examined.

The whole position could be, of course, summarised in the following table, where the sub-division values would be multiplied by quality estimates, and the total would give the position of the media—100 being the highest figure.

1. General.	
(a) Appearance, stock, make-up, printing, colour, illustrations, etc. ...	3
(b) Age, financial soundness, reputation, ethics, etc. ...	2
	5
2. Appeal.	
(a) To women consumers ...	30
(b) To men consumers ...	4
(c) Dealer influence ...	6
	40
3. Circulation distribution—(A) Territorial.	
(a) Per cent. southern ...	2
Per cent. eastern ...	0.5
(b) Per cent. central ...	1
Per cent. mountain and coast ...	1.5
	5
4. Circulation distribution—(B) Community.	
(a) Over 10,000 population ...	1
(b) Under 10,000 population ...	4
	5
5. Circulation volume.	
(a) Rate per line per thousand of net paid circulation ...	6
(b) Proportion of market covered ...	4
	10
6. Circulation quality—(A) Editorial.	
(a) Fiction, news, features ...	2
(b) Service departments ...	3
	5
7. Circulation quality—(B) Investigations.	
Investigations amongst readers ...	5
8. Circulation quality—(C) Subscription methods.	
(a) Price of subscription ...	2
(b) Percentage of subscribers by mail ...	2
(c) Percentage of renewals ...	2
(d) Percentage of married women ...	1
(e) Percentage of arrears ...	0.5
(f) Percentage of instalment subscribers ...	0.5
(g) Percentage of clubs with others ...	0.5
(h) Percentage of premiums with subscribers ...	0.5
(i) Percentage of premiums for subscribers ...	0.5
(j) Percentage of bulk circulation ...	0.5
	10
9. Class of advertising carried.	
(a) High-class mail-order ...	2
(b) High-class publicity ...	2
(c) Long term repeats ...	3
	7
10. Special considerations.	
(a) Previous advertising ...	2
(b) Inquiry costs ...	2
(c) Acceptance of space ...	4
	8
	100


In our case, taking the quality estimates as 80 per cent. (or 0.80) for 1(a), 70 per cent. (or 0.70) for 1(b)—in fact, taking exactly the same estimated values as for our graph—the numerical table should be as follows:—

(Continued on page 462)

THE HAPPIEST WAY

AS with most epigrams, there is a grain of truth in the saying that in the advertising of any product "there are ten ways of doing it—nine of them right." Even granting so many possible appeals, there must be *one* that will bring maximum results. To find that *happiest* way and then follow it, is service that Mather & Crowther Advertising renders each client.

MATHER & CROWTHER
MODERN ADVERTISING, LTD.
10-13, NEW BRIDGE ST.
LONDON, E.C.4.

 We cordially invite Principals to call and examine personally the opportunities provided by the Mather and Crowther Organisation.

Ad. News in Brief

Sir H. le Bas' Will—Arrivals and Departures—Publishers' Report—Two New Appointments

New Representative

Mr. A. H. Gibson, until recently with Sir Charles Starmer's organisation, has been appointed representative of the *Bazaar, Exchange and Mart*.

A Welcome Visitor

Mr. John McEntee Bowman, who is entertaining the British Philadelphia

delegation at the Westchester - Biltmore Country Club this week-end, arrived in England this week to take part in the judging at the International Horse Show. Mr. Bowman has been princely in his entertainment of British advertising men in the United States and they are looking for an opportunity to express their gratitude. In addition to judging at Olympia Mr. Bowman is exhibiting some horses bred by him at Westchester.

Mr. J. McE. Bowman



Agents v. Press

Strong teams have been arranged for the Agents v. Press Representatives cricket match at Cyphers Ground, Kent House, Beckenham, on Tuesday next, June 29. The game commences at 11.30 a.m., and Mr. C. D. Fastnedge (Press) and Mr. A. H. Simpson (Agents) are the captains.

Printing Works Fire

Considerable damage was caused by fire on Tuesday morning to the works of the Whitefriars Press, Tonbridge. It is stated that the directors have every hope that within a few days it will be possible to resume work, as only a few printing presses have been put out of action.

Sir H. Le Bas' £190,000

Estate of the value of £190,889 (net personality £155,326) was left by Sir Hedley Le Bas, governing director of the Caxton Publishing Co., Ltd., who was Publicity Adviser to the War Office and the Treasury during the war. He left one-fourth of his shares in the Caxton Publishing Co., Ltd., to his son Hedley, expressing the desire that he should be appointed governing director of the company.

L.C.C. Prize Poster

The prize poster which the L.C.C. will use for advertising their evening classes is the work of Miss D. V. Barry, a student at Battersea Polytechnic.

Rate Cards Wanted

Messrs. Yadil Products (1925), Ltd., are wanting rate cards for all publications.

Credit Due

It should have been stated, when referring to the B.P. campaign last week, that the advertising in the 700 publications referred to was placed by the Regent Advertising Service, Ltd.

London Appointment

Mr. J. D. Timmins has been appointed London representative of Wills & Hepworth, Ltd., Loughborough, the fine art and offset colour printers. Mr. Timmins has established a temporary office at 499, Harrow Road, W.10.

Telephone Company's Change

Mr. C. C. Roe, who has been for some years past advertising manager to the Relay Automatic Telephone Co., Ltd., has now been appointed also to the same position with the Sterling Telephone and Electric Co., Ltd. As in the case of the Relay Co., the Sterling business will be in the hands of Godbolds' Service.

No Street-Bin Advertising

Hammersmith Borough Council Works Committee have been asked if the Council would be prepared to let the rights of advertising on all its street bins (about 50) at an annual rent of £1 a bin for 50 years. No action is to be taken in the matter.



That's queer, Sir—another gentleman said the same thing half-an-hour back. 'Jenkyn,' he said, 'my Kensitas are as much to me as a seasoned briar is to a pipe-smoker.'

"Jenkyn" appears in real life, with plenty of white space

Aldwych Club Election

The result of the election of office-bearers for the year was made known on Monday. Mr. Wareham Smith (chairman), Mr. W. B. Robertson (hon. treasurer) Mr. E. T. Nind (hon. secretary) were returned unopposed. For the vacancies on the committee, Messrs. Eric Feild, V. J. Reveley, W. Newton and Mones-Cross were elected.

Leaves for America

Mr. George H. Patterson, managing director of Messrs. Catts-Patterson Company, Ltd., Sydney, Australia, left England for America on Wednesday. On his return from military service, Mr. Patterson established his own advertising agency in Sydney, and later amalgamated this with the organisation of Norman S. H. Catts & Co. He is a foundation member of the Victorian Advertising Club, and served on the board of directors of the Convention of Australian Advertising men in Sydney in 1920. After he has visited prospective clients in America, he may return to England for a similar purpose. His English address is the London Press Exchange, Ltd., 110 St. Martin's Lane, W.C.2.



Mr. G. H. Patterson

Co-op. and Advertising

The advertising campaign inaugurated last October by the Sheffield and Ecclesall Co-operative Society was stated at the quarterly meeting last week to be one of the greatest factors in the substantial increase in turnover experienced by all departments.

Newnes' Good Report

George Newnes, Ltd., report net profits of £115,538 compared with £99,963 for 1924-25, and a final distribution of 14 per cent., including a cash bonus of 5 per cent., is to be paid on the ordinary shares. This makes a total distribution of 20 per cent. for the year against 25 per cent. for 1924-25. The directors propose to transfer £10,000 to reserve, £10,000 to employees' sick and pension fund and £5,000 to the staff bonus fund.

London Offer Accepted

Mr. Henry D. Roberts, director of the Brighton Corporation Publicity Department, recently announced in the WEEKLY that his Committee were prepared to consider offers from recognised agents for placing advertisements of Brighton in the Provincial Press, and for advising the committee when required. A large number of offers were received from agents in various parts of the country, and it has been decided to entrust the work to T. B. Browne, Ltd., London.

**KEY A SPACE IN THE
EMPIRE NEWS**
The Mail-Order Medium that pulls-and pulls-and pulls

Export Advertising

THE constant, growing need of British industry is Export Trade. Advertising is as important Overseas as it is in the Home Market, even more so. In its Directorate and amongst its Executives, David Allen Services possess men who have years of experience in Overseas markets.

INDIA

U.S.A.

AUSTRALIA

NEW ZEALAND

SOUTH AND EAST AFRICA

CONTINENT OF EUROPE

Those responsible for the formulation of sales plans, policies and advertising can themselves, on the basis of personal experience, advise and assist manufacturers who most wisely must always contemplate the extension of their businesses by export trade.

In order to assist our clients we have recently promoted a new development in our business, namely—

THE DAVID ALLEN AUSTRALIAN ADVERTISING AGENCY, LTD.

Chairman: L. St. Clare Grondona.

1, Wardour Street,
LONDON, W.1.

National Mutual Buildings,
350, George Street,
SYDNEY.

434, Collins Street,
MELBOURNE.

The Executives are well known Australian advertising experts. The David Allen Australian Advertising Agency, Ltd., has the backing of the whole personnel and resources of the

DAVID ALLEN SERVICES

Controller: Lt.-Colonel G. S. Hutchison, D.S.O., M.C.

Press

Posters

Printing

1 Wardour Street, W.1.

GETTING PAST THE DOOR—(Cont. from p. 452)

someone who knows that there are persons in the locality who *are* employing the service.

"Women—admit it if they will or not—do like to know what is going on in the neighbourhood over.

"This woman in point does want to know who may be so sick in this neighbourhood that she's needing a nurse; so she hedges—she doesn't want to appear inquisitive—so she parries and asks, nine times in ten, what nursing service the agent had in mind.

The First Booklet

"By way of an answer we hand her the booklet we have prepared on the subject, a bit of a pamphlet, done in blue ink, entitled 'Your Friend, the Nurse.'

"Instantly she looks at this; her mind is quiescent for this moment there; and in that instant we propound, as a counter-question for developing the answer to the query she has made:—

"Just what concern may it be that she and hers have insured in?"

"Regardless of what that reply may be, we counter with another question:—

"Does she know the advantages of the remarkable free nursing-service our company provides when those kiddies of hers are ill?"

"Any time there is illness in the home of a 'debit'—a holder of one of our policies that is to say—the company sends a trained nurse to take charge, and this whether such patient could well afford to pay a trained nurse of her own or not! The time the nurse shall stay on that case, too, is absolutely unlimited; we have supervisors over the nurses, and these determine when the patient has reached the stage at which such nurse may properly go.

Dealing with the Child

"Good! But suppose it isn't the wife of the house who answers the door-bell. Suppose one of the children answers your ring?" we asked.

"We are quite prepared for that, too!" and he laughed, reaching for another volume.

"We hand little Jack Roosa, or sister Martha, an 'ABC of Health' book, prepared just for that end.

"When a child opens, we reach to our wallet and hand him this book. It's a story-book of the good, old-fashioned, brightly-hued style, with a tale to be told by each letter. There

ADVERTISING HEALTH

SOME startling figures, emphasising the power of advertising, were given to a WEEKLY representative by Mr. Haley Fiske, President of the Metropolitan Life Insurance Company of New York, who arrived at Southampton on Tuesday by the Cunard liner *Aquitania*. The Company, he said, advertised little health lectures, thus reaching a very large audience, with an invitation that they should communicate with him if interested. "This kind of advertising," he said, "attracted a good deal of attention, and after the appearance of the first health lecture on obesity, we received 55,000 communications from all parts of America."

The applications that followed the publication of an essay on milk ran into millions, and dairy farmers and milk men did all they could to assist its circulation.

"I am afraid I cannot estimate the total number of letters we received. We advertised over a period of two years, and the number must have been many hundreds of thousands."

Mr. Haley Fiske added that the Metropolitan Company did not do business in Great Britain, but he thought there was great scope for an insurance company that looked after the health of the workpeople.

"In America, 22,000,000 people, or one-fifth of the population, are insured with us, and by intensive health work and advertising we have cut down the mortality rate by 32 per cent. in 13 years.

"In other words, the average lives of our policy-holders have been extended nine years, as against four and a-half years among the general population. We placed expert advice at the disposal of sick policy-holders, and during the period mentioned our trained nurses have made over 22,000,000 free visits to the homes of the industrial policy-holders who are sick."

is a letter per page; every letter sends home some message on health.

"Even if it's just the merest bit of a toddler, we've an edition of a 'Health Mother Goose Book' prepared to this end.

"We suggest to the child that he

have mother read the story to him. Mother by that time is in hearing, rest assured! Sonnie runs to show mother the booklet; mother puts in her appearance, and the most difficult phase of the trick is turned!

"Each of the agents of this company is equipped with a neat little leather portfolio in which twelve different kinds of the books are carried at one time and the same.

"In addition the men carry—for depositing at corner drug-stores, or other points convenient for replenishing the portfolio's supply—a valise, in which upward of thirty books of the various other sorts involved in the plan serve as a basic supply as need arises.

The Collection

"Suppose, by way of demonstration," Mr. Moore went on, "I should 'sign you' for a 'typical account' to-day. Two weeks from to-day the agent comes to your home to collect the agreed 'first payment.' Doing this—and he makes that call at the home of the party concerned, if at all possible—he leaves another book. Finding the recipient interested in this, he tells of the other books she may have, free of charge, on request. We visit that home every two weeks thereafter; we do not come weekly, since it's found that that is too often and a man comes to make a nuisance of himself. Every time we come we will leave a different book.

"And always we take care that we never leave the same book in the same house twice; except if the owner request.

"We have a long slip, on which there are blanks for the consignee's name, address and things of that sort. Below are printed the names of all of our publications. We hold these slips in alphabetic, or geographic, sequence of policy-holders. On each we check the name of every book given the stated house on its receipt."

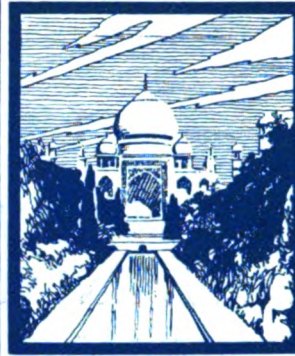
The ever-increasing library of health-works is, therefore, helping the big company sponsoring the series in many more ways than one.

The Metropolitan Life Insurance Co., of New York, has tried and tested extra-thoroughly no end of infinitely more elaborate and costly means of propaganda in its history; everyone concerned, from President to newest agent on the rolls, avers that none has paid it nearly as well in the end.



At the Hub of Industrial Wealth
Daily Dispatch
EVENING CHRONICLE





"FROM ICELAND to the FALKLAND ISLANDS"

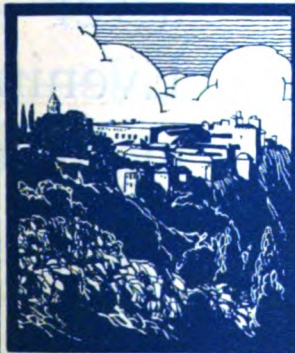
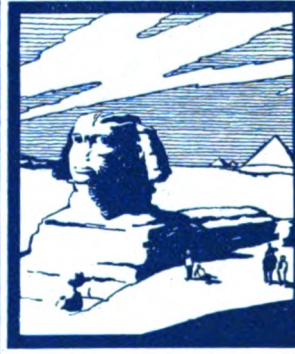
UNDER this title a booklet has just been published which gives the names of no fewer than 3,700 places overseas where THE TIMES WEEKLY EDITION has direct postal subscribers.

It tells how eagerly THE TIMES WEEKLY EDITION is read, often as the only available English newspaper, and gives convincing proof of its influence in selling goods in remote outposts, as well as in the more populated parts of the earth; in fact; wherever the English tongue is spoken.

Advertisers wishing to develop their overseas trade could find no better medium from the point of view of circulation or influence with its readers.

If you have not received a post free copy of the booklet "From Iceland to the Falkland Islands," write to-day to

THE ADVERTISEMENT MANAGER,
The Times Weekly Edition,
PRINTING HOUSE SQUARE,
LONDON, E.C.4



Reproduced from
**EVENING
 CHRONICLE**
 Monday, June 21st

THE EVENING CHRONICLE, MONDAY, JUNE 21, 1926

Manchester Mid-Summer Fashions Week

June 21st to 26th

LEWIS'S

The complete Fashion Store for Women, Boys and Children, with the widest possible range of garments, accepting orders.

THE SECOND FLOOR



A Delightful Collection of Artificial Silk Stockinette Dresses and Rep Coat-Frocks

Double-breasted, with long full skirt and simple buttoning. Good fitting, with full skirt and simple buttoning. Good fitting, with full skirt and simple buttoning.

25/9

Rep Coats in two smart styles—low-priced

DOUBLE-breasted, with long full skirt and simple buttoning. Good fitting, with full skirt and simple buttoning.

29/6

New Shades and Colors in Artificial Silk Jump Suits

21/9

LEWIS'S Great Fashion Floor—The Second Floor

LEWIS'S

The greatest display of fashion garments, military and fur-trimmed in the North—all contained in the LEWIS'S Great Fashion Floor—THE SECOND FLOOR



A Fine Collection of Stylish and Two-piece Suits

IN good quality silk, in beautiful shades of blue, green, and red, with full skirt and simple buttoning. Good fitting, with full skirt and simple buttoning.

69/6
79/6

Attractive Styles in Skirts and Overblouses

Full, with long skirt and simple buttoning. Good fitting, with full skirt and simple buttoning.

12/9

Practical and Pretty Summer Frocks for Girls

4/9

STRIPE and check frocks, with long skirt and simple buttoning. Good fitting, with full skirt and simple buttoning.

10/9

LEWIS'S Great Fashion Floor—The Second Floor

THE 2nd FLOOR IS THE FASHION FLOOR

LEWIS'S

MANCHESTER

THE EVENING CHRONICLE, MONDAY, JUNE 21, 1926

Ellwoods

Special Values in Silks for Mid-Summer Fashions Week

NEW MAROCAINS 4 1/11

CREPE LINGERIE 3 1/11

RICH CREPE IDA 3 1/11

NEW MAROCAINS 4 1/11

CREPE LINGERIE 3 1/11

RICH CREPE IDA 3 1/11

Henry's

THE STORE FOR LITTON VALLEY

Grand Mid-Summer Display of Smart, Inexpensive Wear at description

MANTLE OFFERS

2-PIECE SUITS 63/-

JUMPER SUITS 29/11

TWEED COAT Suits 22/6

Woolen Collection of MILLINERY 15/-

FELTS 3/6

Special Mid-Summer Display of Smart, Inexpensive Wear at description

HURTS, MARKET ST., MANCHESTER

Mordensterns

Special Fabric Display of Rich Dainty SILKS and WOOLLENS

Fabrics for Every Occasion

and all priced in Years for Values in SILKS WOOLLENS

CRUPE DE CHINE 5/11, 5/11

SILKS for COATS 5/11, 5/11

Rich BENGALINES 2/6 1/2

Mordensterns

4 KNIGHT

DEANSGATE

What the
 after bus
 Evening
 a Fashion

E

TALLIS HOUSE

Lomas's
Announce the Opening
of their **NEW**
Hairdressing
Department

VERITY'S Unbeatable Offers for Fashion Week
PIECE GOODS
at Prices that show surplus on Every Yard

ROLAND & RIVKIN
57, Oxford St. & 128, Oxford Road, All Saints, Manchester

OBBS
The way in style & with economy
Silk
Verblouses
12/11

MANCHESTER Mid-Summer Fashions Week
JUNE 21st to JUNE 26th

Paulden's
MANCHESTER

John Noble's Distinctive Models for Immediate Wear

VERITY'S

MID-SUMMER FASHIONS WEEK
MANCHESTER EVENING CHRONICLE
SUPPLEMENT

Manchester Retailer does when he's
in bad times! A feature new in
alism—FOUR FULL PAGES booming
week now being held in Manchester
NING CHRONICLE

LIS STREET, LONDON, E.C.4, & WITHEY GROVE, MANCHESTER

An Intimate Talk Broadcast from THE YORKSHIRE POST & THE YORKSHIRE EVENING POST.

TERCENTENARY CELEBRATIONS

THE three-hundredth anniversary of the incorporation of Leeds as a City is to be celebrated with a very full programme of gala and historical events over a period of ten days, July 8 to 17, and the entire scheme will be carried out on a scale befitting the prosperous City of many industries.

For ten days Leeds will advertise itself. The population of half a million is likely to be swelled to nearer the million mark by visitors.

A special reception is to be given to Consuls, Consuls-General and Overseas representatives.

An elaborate scheme of street decorations, at a cost of many thousands of pounds, will proclaim the City en fete, and among the lighter side of Tercentenary events are included a Military Searchlight Tattoo; England v. Australia in the third Test Match; A Flower Show; Canine Show; a Grand Pageant of History; "Old Leeds" Theatre performances; Tercentenary Civic Concerts; Entertainments for Old Folk, Crippled Children and Ex-Service men, and topical broadcast by the B.B.C.

The civic and industrial advance of Leeds will be fostered by the Tercentenary Industrial Exhibition to be opened by The Right Hon. Sir P. Cunliffe Lister, M.P., President of the Board of Trade (in which a section is to be exclusively devoted to newspaper and jobbing printing); Civic Processions: "Open Days" for Corporation departments and hospitals; a great shopping week, for which a trade procession on an ambitious scale has been organised; an "Old Leeds" Exhibition; and the opening of new roads by the Minister of Transport (Lieut.-Col. the Right Hon. Wilfred Ashley, P.C., M.P.).

An excellent Souvenir of the progress of Leeds as a commercial centre will be found in the Tercentenary Supplement of *The Yorkshire Post*, to be published during the Celebrations. The Supplement consists of 96 pages, with appropriate cover and gives the illustrated history of many well-known firms in Leeds.

National Advertisers will realise that with so many events of local importance and interest the public demand for morning and evening newspapers will be greatly above the average—and we would remind our many friends among advertisers and agents that the only effective way to cover Leeds and the North is through the columns of *The Yorkshire Post* and *The Yorkshire Evening Post*.

LEEDS. LONDON,
Albion Street. 171, Fleet Street.

British Industries Fair, 1927

Opening at the end of February—The Advertising Appropriation

THE Parliamentary Secretary of the Department of Overseas Trade last week made a statement with regard to the 1927 British Industries Fair.

As mentioned in last week's WEEKLY, the next B.I.F., the thirtieth of the series, will be held at the White City, and at Castle Bromwich, Birmingham, from February 21 to March 4, 1927.

In his statement the Parliamentary Secretary said:—"Last year His Majesty's Government allotted a sum of £25,000 for expenditure on publicity for the Fair. The publicity will all be done through the Press. This year a similar amount has been made available and the Department will again have the advantages of the services of Sir C. Higham.

"Each year the organisers of the Fair profit by experience; not only by their own experience, but by that of the exhibitors at the Fair, who themselves form an Advisory Committee, both in regard to its management and the publicity services in connection with it.

They are all business men whose interests are at stake.

"You know well that from modern advertising standpoints, the sum I have mentioned is not conspicuously large, but you also know, as I do, the need for economy in Government expenditure. It is for this reason that I appeal to all of you to give us your full support.

"Because I emphasise the unique qualities of our own Fair do not misunderstand me. We are in sympathy with all trade fairs in which there is a preponderating percentage of British-made goods shown by British manufacturers and merchants.

"The date of our Fair has been fixed so that it takes place immediately before the Leipzig Fair opens, and the Leipzig Fair is followed by a continuous round of other Continental fairs lasting well into the spring. The more we can group our trade fairs round a date commonly acceptable, the greater will be the attraction to the buyer from overseas."

Empire Marketing Board

The report of the Imperial Economic Committee, which was dealt with very fully in last week's WEEKLY, is followed by the announcement of the provisional constitution of the Empire Marketing Board.

The names are as follows:—

The Secretary of State for Dominion Affairs, the Right Hon. L. S. Amery, M.P. (chairman).

The Parliamentary Under-Secretary of State for the Colonies, the Hon. W. G. A. Ormsby-Gore, M.P. (vice-chairman).

The Financial Secretary to the Treasury, the Right Hon. Ronald McNeill, M.P.

The Parliamentary Secretary to the Ministry of Agriculture and Fisheries, Lord Bledisloe.

The Parliamentary Under-Secretary for Health, Scotland, Major Walter E. Elliot, M.C., M.P.

Sir William Clark, K.C.S.I., C.M.G.

(Comptroller-General of the Department of Overseas Trade).

Sir Thomas Allen (Great Britain).

Mr. W. S. Crawford (Great Britain).

Mr. W. A. Wilson (Canada).

Mr. F. L. McDougall, C.M.G. (Australia).

Mr. R. S. Forsyth (New Zealand).

Mr. J. Dimond (South Africa).

Mr. J. McNeill (Irish Free State).

Mr. H. A. F. Lindsay (India).

Sir Edward Davson (Colonies and Protectorates).

Of these, Sir Thomas Allen, Sir Edward Davson, Mr. Crawford, Mr. Wilson, Mr. McDougall, Mr. Forsyth, Mr. Dimond, Mr. McNeill and Mr. Lindsay are members of the Imperial Economic Committee, invited by the Secretary of State in consultation with the Chairman of that Committee. Other members of the Imperial Economic Committee will be asked to attend meetings of the Board as necessary.

USING THE CHART—(Cont. from p. 454).

			Per cent.	Per cent.
1 (a)	...	3 × 0.80	2.40	
(b)	...	2 × 0.70	2.10	4.50
2 (a)	...	30 × 0.75	22.50	
(b)	...	4 × 0.30	1.20	
(c)	...	6 × 0.25	1.50	25.20
3 (a)	...	2.5 × 0.90	2.25	
(b)	...	2.5 × 0.10	0.25	2.50
4 (a)	...	1 × 0.25	0.25	
(b)	...	4 × 0.75	3.00	3.25
5 (a)	...	6 × 0.65	3.90	
(b)	...	4 × 0.35	1.40	5.30
6 (a)	...	2 × 0.60	1.20	
(b)	...	3 × 0.60	1.80	3.00
7	...	5 × 0.60	3.00	
8	...	10 × 0.60	6.00	
9	...	7 × 0.75	5.25	
10	...	8 × 0.65	5.20	
			63.20	

It can now be said that the valuation of the publication can be given as 63½ per cent., and, if all magazines have been treated similarly, this figure should allow comparison. This manner of valuing is far from suitable for our own media, however, and I should say that three of the most important value (or relative value)

elements are missing or hardly weigh in the sum arrived at.

The first is the purchase power of the readers. This is not even indirectly touched upon, and I venture to say that it is at least as important as any other value-point on the list.

The relative value (taking the class of circulation into consideration) of the advertising rates, is also important and point 5 (a) hardly enables this factor to stand out.

Then the actual national circulation is another factor well worth considering and not touched upon.

These three remarks would put this graph out of business as far as Great Britain is concerned. But even for the United States, the information is lacking in value. How is anyone to determine the 100 per cent. (or "ideal") appearance stock, make-up, printing, colour illustrations, etc.? And what is a 50 per cent. (or, I take it, "medium") presentation?



*All the world's a shop,
And all the men and women buyers or sellers :
They have their fads, desires and preferences,
And one man in his time has many needs,
Expressed in seven ages.*

—With apologies to Shakespeare.

*At first the Baby,
Crowing and Gurgling in its
Mother's Arms*

Some baby looms large in the interests of each of the more than 9,000,000 readers of the NEWS OF THE WORLD.

In well over 3,000,000 homes there are parents, grand-parents, uncles and aunts and generous baby-lovers who read the NEWS OF THE WORLD every Sunday, and whose decisions must affect the feeding, clothing and existence generally of practically every baby in the British Isles.

The
NEWS of the WORLD ~
for the needs of a world

Advertisement Department : 6, Bouverie Street, E.C.4

COMMERCIAL ARTIST WANTED

for an important position in one of the overseas branches of a London Advertising Agency.

First-class commercial artist who is thoroughly skilled in the preparation of advertisement designs in wash, line and colour, and is able to produce original and distinctive figure work. Must rank very high as a creator of attractive advertisement illustrations.

Applications, which will be treated in confidence, should give particulars of age, experience and salary required, and, if possible, should be accompanied by specimens of work (not originals).

Box 244, "Advertiser's Weekly,"
66, Shoe Lane, E.C.4.



ADVERTISING AGENCY

with highest reputation amongst all National and Provincial Newspapers, Printers, Blockmakers, Studios, etc., are open to negotiate with another Agency or Individual able to introduce new business on a share basis. Strictest investigation and complete confidence expected on both sides.

Box 234, "ADVERTISER'S WEEKLY,"
66, Shoe Lane, E.C.4.

COUNTY COUNCIL OF MIDDLESEX.

TENDERS.

The Council invites Tenders for the supply and PRINTING of 100,000 covers for MOTOR DRIVERS' LICENCES.

Tenders are also invited for the ADVERTISING RIGHTS on the back of 100,000 covers for Motor Drivers' Licences mentioned above, which will be issued during the next 18 months.

Forms of Tender and full particulars with regard to the above may be obtained from the Chief Officer, Local Taxation Department, King's Buildings, Dean Stanley Street, Westminster, S.W.1, to whom all tenders must be submitted not later than the first post on Monday, the 12th July, 1926.

The Council does not bind itself to accept the lowest or any tender.

ERNEST S. W. HART,

Clerk of the County Council.

Guildhall, Westminster, S.W.1.
21st June, 1926.

BLOCKS.

LET US INTRODUCE YOU TO

Service & Quality

GEE & WATSON LTD

81 SHOE LANE, FLEET STREET, E.C.4

CLUB NOTES & NEWS

What's On

Hull.—1 p.m. Tuesday, "How to Use Newspaper Space," Mr. R. R. Hedley.

Publicity Club of London—Golf Circle's First Meeting

The Publicity Club of London Golf Circle are holding their first meeting at Neasden Golf Club to-day (Friday), and in addition to the prize presented by the ADVERTISER'S WEEKLY announced last week, the *Morning Post* have also very kindly offered a prize. A thoroughly enjoyable evening is anticipated.

Cardiff—Annual General Meeting and Election of Officers

Illness prevented the Lord Mayor of Cardiff (Alderman W. B. Francis) from attending to deliver his address on "The Development of Cardiff" at the annual meeting of the Cardiff Publicity Club, and a vote of sympathy and hope for his speedy recovery was passed.

Mr. Michael L. Bateman presided over the meeting, which was of a formal nature, and the hon. secretary, Mr. T. W. Dockett-Smith, in the annual report, said he had received a letter from Mr. Andrew Milne, pointing out that while he had been struck by the enthusiasm of the members, it had to be remembered that the club had the whole-hearted support of the Cardiff newspapers, a privilege not enjoyed by many clubs.

Thanks to the local newspapers, continued the speaker, a poster competition had been arranged amongst the art students at the Cardiff Technical College, and although the competition had been delayed, it was hoped eventually to produce a poster that would give a right appreciation of the city of Cardiff.

Various suggestions for developing the social side of the club were referred to the Council, and it was agreed to institute a library, Mr. A. Rose being appointed librarian.

The following officers were elected:—President, Mr. H. D. Madden (general manager of the Cardiff Gas Co.); vice-presidents, the Lord Mayor (Alderman W. B. Francis), Sir C. Kinloch-Cooke, Bart., M.P., Mr. Lewis Lougher, M.P., Capt. Arthur Evans, M.P., Major William Cope, M.P., Mr. Douglas A. Duncan (director, *South Wales News*), Mr. R. J. Webber, Capt. P. Brain, Messrs. D. Caxton Davies, A. E. Harrison, H. T. Jones, H. T. Joseph, Councillor A. E. Lougher, and Mr. C. E. Williams; chairman, Mr. W. Watson Pairman, with Messrs. J. E. Emylyn-Jones, M. L. Bateman, A. Hauser, and W. E. Hobbs as deputy chairmen; council, Messrs. A. F. Ashton, B. J. Bell, R. P. Henry, A. D. Moncrieff, E. de la Praudiere, W. E. Carter, A. Sedler, A. O. Walters, and A. S. Whittaker; hon. treasurer, Mr. G. G. Napier; hon. secretary, Mr. T. W. Dockett-Smith.

A vote of thanks was accorded the retiring president (Mr. J. Llewellyn Morgan) and officers.

N.A.B.S.—Children Entertained by Two London Clubs

The orphan children in the care of the N.A.B.S. greatly enjoyed themselves the Saturday before last, when they were entertained by Miss Bosworth, of the Women's Advertising Club, and by Messrs. Francis Hollings and E. J. Toner of the Publicity Club of London.

The kiddies were called for and taken in cars into the country, where a jolly tea party took place.

Members of the Women's Advertising Club are, we understand, caring for the girls in this direction, and members of the Publicity Club of London for the boys.

We compliment the clubs concerned on this very happy idea, and we believe that many advertising men and women with a car and a few hours to spare will gladly keep the "ball rolling."

Regent—Another Ramble to Ruislip Arranged

Another Regent ramble has been arranged for Saturday, July 3. The party will reach Ruislip about 2 o'clock; there will then be a circular ramble, under sealed orders, the chief pathfinder being Mr. R. J. Bartlett. Tea is being prepared at Fabb's Restaurant, Ruislip, for 5 o'clock, and from 6 p.m. onwards there will be dancing and a miscellaneous entertainment. Tickets are 5s. each, and may be had from the Hon. Secretary, at 43, Bedford Street, W.C.2.

Pool's Agency's Sports Meeting

SPLENDID weather marked the annual sports meeting of Pool's advertising staff, and this year there was a larger number of visitors than ever. There was an interesting sports programme, the handicapping for which was in the capable hands of Mr. Lewington. An enjoyable day was succeeded by an equally enjoyable evening, and 300 sat down to a splendid menu.

Afterwards speeches were made by Mr. Arthur Richardson, Advertisement Director of the *Sunday News*, and Mr. Holt a partner of the well-known concert agency of Lionel, Powell and Holt, as well as by directors of Pool's Advertising Service.

The Countess of Castibille presented the prizes to the following winners:

75 Yards Ladies' (Open) Race: 1, Miss^s Anderson; 2, Miss Betty Haddock; 3, Miss Lea.

100 Yards (Men's) Open: 1, W. Bramley; 2, F. Warne; 3, F. McIntosh. Half Mile (Open): 1, F. Warne; 2, F. Newman; 3, Fred Grove.

Obstacle Race: 1, F. McIntosh; 2, L. B. Smith; 3, H. Baguley.

Ladies' and Men's Putting Competition: 1, Mr. Reardon and Miss Guyver; 2, Mr. S. A. Smith and Mrs. Demuth; 3, Mr. Henderson and Mrs. Goodrick.

Relay Race for the "Murray" Challenge Cup: Regained by Pool's Team from Domecq y Cia, the last year's holders. Second, Domecq. Third, Galloway. Fourth, Hutchinson and Co., Ltd.

Skipping race (Men's): 1, Barrett; 2, Lane; 3, Mr. Rothery.

Cigarette Race (Open), Ladies': 1, Miss Chinn; 2, Miss Anderson; 3, Mrs. O'Reilly.

Egg and Spoon Race: 1, Mrs. Farrow; 2, Miss Anderson; 3, Miss Barton.

Skipping Race (Ladies') (Open): 1, Miss Rothery; 2, Miss D. Haddock; 3, Miss Havard.

Skipping Race, Pool's Staff (Ladies): 1, Mrs. Hurford; 2, Miss Boswell; 3, Miss Havard.

The rest of the evening was devoted to dancing and music.

Announcement

Information will shortly reach you respecting a wonder house. It is being built of concrete to the design of Sir Reginald Blomfield, M.A., R.A. It will incorporate in its construction many of the most famous advertised products. It will become the pivot of the greatest competition ever planned, and will be known as

The SUNDAY CHRONICLE CONCRETE HOUSE

*Advance information may be had from
SUNDAY CHRONICLE, Tallis House,
Tallis Street, London, E.C.4, and Withy
Grove, Manchester.*



Publication Notes and News

Advertising Contemporaries

The *Chemical News* cover bears the announcement of the journal's continental contemporaries, thus increasing its value in information and helping the others to increase their usefulness.

124 Advertisement Pages

Last week's *Electrical Times* was a special number, containing 172 pages. This included 124 pages of advertising. A novelty was the inclusion in the middle of the book of 24 pages of colour advertisements on good art paper.

"The Writer's Guide"

George Allen & Unwin, Ltd., have just published another book by Harold Herd, forming an up-to-date handbook of ideas and information for all who write—or whose ambition it is to write successfully for the Press.

Expansion at a Glance

This month's *Space*, the house journal of Benn Bros., contains sketches of the six homes occupied by the firm since its inception. The story commences in 1880 with small offices in Finsbury Square, and is brought up to date by the opening of Bouverie House, Fleet Street.

Helping Miners' Children

Sheffield is the centre of a vast colliery area, and the proprietors of the *Sheffield Telegraph* and the *Yorkshire Telegraph and Star* are supporting local efforts which are being made to feed the children during the strike. The visits of representatives with cheques of varying amounts have been appreciated.

Good Progress

It is exactly twelve months since we reviewed the first number of *Yorkshire Homes*. The current issue shows big strides both in the production of the paper and the support secured from advertisers. It is a splendid publication on good paper, well printed, interesting in its editorial and carrying, in this number, some 20 pages of advertising.

Read in Shimonakamachi!

One of the most interesting publications this week is "From Iceland to the Falkland Islands," issued by the *Times*. This book contains, among other things, a list of no fewer than 3,700 places abroad where the *Times Weekly Edition* has direct postal subscribers. It is an unusual and very surprising document that gives an insight into a wide circulation.

"Printers' Pie" Out

This year's *Sketch Book and Printers' Pie* is an outstanding publication. Its printing, especially the many colour pages, is well done, and one of the features consists of seventy pages of humorous drawings by famous artists. A very interesting optical illusion is contained in a series of four drawings that appear to stand right out on the page. The issue is well supported by advertising.

New House Organs

A newcomer among the house organs is *Haddrell's Herald*, produced for the Southall Furnishing Store by J. H. Goring Advertising. It is an 8-page booklet on tinted paper, and gives, in addition to details of special bargains, an interesting story of the appearance of the carpet in the pages of literature, and a clever comic strip called "The Holme-Byrds."

Future of Trade

Odhams Press Ltd. have just issued a booklet by G. Holt-Thomas on *The Future of British Industry and Trade Unionism* (6d. net). The position is thoroughly explained and the booklet provides very interesting reading for manufacturers.

The Daily Chronicle

ROWNTREE'S TABLE JELLIES

Reflect the Flavour of Fresh Fruit

ROWNTREE'S - the JELLIES with the FREE GIFT coupons

10 VOUCHERS CONTAINING GIFT COUPONS TWO

Effective use of the line block

British Industries Supplement

In addition to an ordinary 14-page paper on June 1, the *Christian Science Monitor* published a British industrial supplement, consisting of 38 pages in three sections. Most of the industries of the Kingdom were reviewed, and the section carried a very large amount of advertising from big British firms.

Popular Holiday Guides

Burrow's *Guide to the Lake District* and *Holidays in South-East England* have just been published. The former publication is the fifth edition and the latter its second year. Both books are firmly established in the public favour and are carrying a large amount of hotel and other advertising.

Read More Fruit

This week *T.P.'S* and *Cassell's Weekly* is the Summer Books Number. It carries fifty-two pages, and over 22 are devoted to advertising. An article headed "Read More Fruit" contains some examples of verse that provide some of the best propaganda for fruit publicity that could be imagined.

Big Drapery Advertising

The *Manchester Evening Chronicle*, on Monday, contained a four-page fashion supplement. This was in the form of composite pages, giving, in the centre, a review of the latest fashions, supported by all the large local drapery houses. Indeed, in the whole issue there were no less than 840 square inches of drapery advertising, a noteworthy achievement.

A.E.C. Gazette

The June issue of the *A.E.C. Gazette*, the monthly house organ of Associated Equipment Co., contains 44 pages. It is printed on good art paper, and is well produced. The literary section contains illustrated articles on subjects of interest to motor vehicle owners, and the journal is well supported by advertisers of lorries, buses and motor accessories.

Plymouth Programme

Fifty thousand copies are to be issued of a weekly programme of events which is being published by the Plymouth Mercantile Association. The guide, which is supplied gratis to visitors, made its first appearance last week.

Who Pays?

Among the interesting articles included in the Part 18 of *Modern Advertising* just published, is one by Mr. Charles C. Knights on "Who Pays for Advertising?" in which the economic justification of advertising is clearly explained.

Civic Week Number

The *Letchworth Citizen*, for the town's civic week, produced an excellent 16-page paper. It contained two full pages of photographs well reproduced, and the whole issue had a very high-class appearance. It was well supported by national advertisers.

Helping the Amateur

Burroughs, Wellcome and Co. have issued a new booklet, *Safety First in Photography*, which puts amateur camera work on a scientifically safe basis. The only advertising matter is a small list of the firm's "tabloid" developing chemicals at the back of the book.

Placing Advertising on the Map

The current number of *South Africa* contains as a supplement a large coloured railway map of South and Central Africa. The map measures 29 in. by 38 in., and is surrounded by advertisements. The map is also sold in various pocket forms, and as a roller wall map.

Mothers' Day

The *Hull Evening News* has adopted America's idea of a Mothers' Day, on which sons and daughters may give gifts to their mothers. This was the subject of a composite page on June 19, in which advertisements and editorial gave suggestions for suitable gifts on Mothers' Day, June 24.

Barker Advertising

The Barker, Pontings and Derry & Toms group advertised extensively in the Press on Friday. The *Daily Chronicle* had all four pages of the cover devoted to their announcements, and the page of pictures, usually on the back, was transferred to an inside position, to accommodate the very big advertising demand.

Coming of Age

A very bright little booklet, issued by the *Continental Daily Mail*, contains an article by Lord Rothermere. It gives the story of the inception and progress of the paper and tells of "a circulation that knows no frontiers." The article is reprinted from the 21st birthday issue of the paper.

To Advertise Goole

The *Goole Times* have issued, at 3d., a very fine Guide Book of Goole, which is celebrating its centenary as a seaport this year. The celebrations last from June 28 to July 3, and on the last day a pageant and carnival is being held, giving a pictorial survey of the port's historical, industrial, commercial and social progress of the last 100 years. The Guide Book is well produced, both with regard to letterpress and photographs, and is well supported by advertising.

The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

“DON’T advertise in *THE OBSERVER* unless you have got something good. *THE OBSERVER* doesn’t want sham. *THE OBSERVER’S* advertisements are taken seriously, like itself. Half the women who come to London, come to see whether the things they have read of in *THE OBSERVER* advertisements are as described. *THE OBSERVER* doesn’t want them to be disappointed. If you have real value, *THE OBSERVER* sells it quicker for you than any other paper.”

From “‘The Observer’—its Book.”

Lord Leverhulme on Poster Publicity

Billposters Change Association Title—The Annual Conference

A brief summary of the 37th Conference of the United Billposters' Association appeared in last week's WEEKLY.

THE conference opened on Monday morning, when Sir James Owen, J.P., a former President of the Newspaper Society, gave an address on "The Co-ordination of Poster and Press." In the course of his paper, Sir James said if it were conceivable that national advertisers particularly could be induced to confine their attention solely to the hoardings, or solely to the columns of newspapers, there might be a reason, a cynical reason, for the Press to use all its powers of appeal to exclude the billposter from the advertising field. But far from limiting the field, advertisers were continually enlarging it, and the Press and the billposter, as first-comers in the field, would be wiser to help each other, at least to the extent of a friendly neutrality, and prove to the advertiser that he could best serve his purpose by relying mainly upon the joint appeal of Press and poster. The proportion in which an advertising appropriation should be allocated between the Press and the poster depended upon the goods to be marketed. An advertisement in the Press could be read at leisure. Therefore the nature of the advertisement was not only an important, but an imperative consideration. Just as the leading article of the papers enlightened—or purported to enlighten—the reader on public questions, so the advertisements in its columns should enlighten the reader in respect of the advantages, beauties, and desirability of the article advertised. The poster acted in quite another fashion. It did not matter whether the design were classic or modern, serious or humorous, so long as it would attract and hold attention during the moment necessary for a message to impinge itself upon the consciousness of the passer-by. It was comforting, said Sir James, to know that, in posters at least, England led the world. Even the United States had nothing to teach them. Indeed, they confessed that they came to England to learn what

posters should be. The remarkable increase in the number of advertisers, and in the volume of advertising, was not an accident. On the contrary, it was the ordered evolution of business methods and business enterprise.

Advertising the Hoarding

During a brief discussion on Sir James's paper, the President (Mr. Cyril Sheldon), of Sheffield, referred to the need for publicity in regard to their business.

On the motion of Ald. Chas. Pascall, J.P., of Hammersmith, a hearty vote of thanks was accorded to Sir James for his paper, which it was decided to have printed.

On Tuesday morning the Mayor of Folkestone extended a hearty welcome to the delegates on behalf of the town, and the President and Alderman Pascall replied.

The annual meeting of the members was held on Tuesday afternoon when Alderman C. Pascall was elected President, and Mr. Lisle Rockley was appointed as Vice-President.

At an extraordinary general meeting which followed, it was decided by a unanimous vote that the name of the Association should be changed to "The British Poster Advertising Association."

The annual dinner was held on Tuesday evening, when the new president presided over a large company. Those present included Viscount Leverhulme, Sir James Owen, J.P., Mr. Lisle Rockley, and Mr. E. L. Ruddy, Past President of the Poster Advertising Association of the United States of America.

Lord Leverhulme's Speech

Viscount Leverhulme, in proposing the toast of "Success to the United Billposters' Association," said he was connected with a firm which needed no conversion to the value of billposting. He thought the action of his firm in the past, and their policy at the present time, was ample vindication of their belief in the results which flowed from that method of

publicity. The results they had obtained had amply justified their decision to advertise by that means. Some years ago when addressing a gathering he happened to say that when they came to a time of trade depression, the goods which weathered the storm best were those which were advertised. In the years intervening that speech, they had certainly had further proof of the fact that when difficult times came, such as the difficult time the trade was passing through at present, it was the advertised proprietary article which came through better than the unadvertised article.

He welcomed the opportunity, as representing a firm which used and valued the hoardings, to pay a tribute to the great work the United Billposters' Association had accomplished. First of all there was the work they had done purely for themselves in improving the business conditions under which they worked. They had seen a great improvement in the practice of billposting, and in that way they had made it much easier and more profitable for their clients to use the hoardings than it was before. Amongst other things which they had accomplished was the great improvement in the hoardings themselves, in their structure and their architectural adornment. They had also seen a great improvement in the arrangement and display of the posters on the hoardings.

Progress

The president, in reply, said there was hardly any trade that had shown such progress of evolution, as applied to its business, as their own trade had done.

Mr. Lisle Rockley, in proposing the health of "Our Clients and Visitors," made a strong plea for a better understanding between the trade and their clients.

Mr. E. L. Ruddy, who replied, said after his visits to England he felt their association was growing yearly in importance and influence, and it must continue to do so if it was going to make poster advertising take its proper place amongst the other forms of advertising.

Mr. Frank Fletcher, Chairman of the Folkestone Chamber of Commerce, also replied. Mr. G. T. Mills (Coventry) proposed the toast of "The President, Vice-President, and the Committee," and Mr. C. Sheldon replied.

Sound advice on every advertising problem

SPOTTISWOODE

DIXON AND HUNTING LTD.

REGENT HOUSE, KINGSWAY, W.C.2

TELEPHONE REGENT. 6374-5

S

ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

LEGAL PROCEEDINGS

In the Mayor's and City of London Court, before the Common Serjeant, Sir H. F. Dickens, K.C., on June 16, a claim was made by the Trader Publishing Co., Ltd., publishers, 139 & 140, Fleet Street, E.C., against Mr. Rene Tondour, 25, Powis Square, W., for £21, balance of an account for advertising. Solicitor for the plaintiffs said the account was in respect of advertisements inserted in the *Motor Export Trader* and the *Trader Handbook and Diary*, to the order of the defendant. The defendant had filed a counter claim, in which he alleged misrepresentations against the plaintiffs. Mr. W. A. Izard, advertising manager for the *Motor Export Trader*, denied, in cross examination, that he had ever suggested that the circulation of the *Motor Export Trader* was 10,000 to 12,000 per issue. Ever since he had been with the plaintiffs the circulation of the paper had been 7,500, which was guaranteed by a chartered accountant's certificate.

The Common Serjeant said that the defendant had set up the suggestion of misrepresentation at the last moment, and after payment of nearly £90 of the plaintiffs' account. Originally the defendant said he had been overcharged for the amount of work done. There was nothing in the defence raised and there would be judgment for the plaintiffs for the amount claimed. The defendant would be ordered to pay High Court costs. Plaintiffs would also have judgment on the counter claim.

PUBLIC EXAMINATION

Stanley Dyer Benbow Herbert, Buckingham Palace Mansions, S.W., attended for public examination in London Bankruptcy Court on June 18. His statement of affairs showed unsecured debts £2,980, and assets estimated to produce £2 10s. From 1917 until March, 1922, he was in employment, latterly as publicity manager to a manufacturers' trade association. In September, 1923, he commenced business in partnership with another as press agents at 5-6, Avenue Chambers, Southampton Row, W.C., and they traded until July 31 last, when the partnership was dissolved. The examination was closed.

MEETING TO HEAR LIQUIDATOR'S REPORT

Gorrings's Shipping and American News Agency, Ltd. (in voluntary liquidation).—General meeting at 25-27, Oxford Street, W., on July 22 at noon. Liquidator:—C. N. M. Stuart.

ADJUDICATION

Chapman, David George Harold, described in the receiving order as D. Chapman, trading as National Exhibition Association, of 34-35, High Holborn, W.C.1. (186 of 1926.) Adjudication, June 12.

NOTICE OF DIVIDEND

Catterall, John, Junior, lately residing at 89, Revidge Road, Blackburn, and carrying on business at 20, Mincing Lane, Blackburn, under the style of the Artistic Advertising Co., advertising contractors. (9 of 1925.) First and final dividend of 8s. 1d. per £, payable June 22, 1926, at Official Receiver's Offices, 11, Winckley Square, Preston.

Company Meeting Reports.

ODHAMS PRESS LIMITED.

POPULARITY OF PUBLICATIONS.

The sixth annual general meeting of Odhams Press Ltd. was held last week at the Hotel Cecil, Strand, W.C. Lieut.-Colonel W. Grant Morden, J.P., M.P. (the chairman), presided, and, in moving the adoption of the report, said that last year's working showed a profit of £118,114, as compared with £102,923 in 1924; £88,689 in 1923, and £71,144 in 1922. Referring to the larger activities of the company's business, last year, he stated, the net sales of *John Bull* had increased to 900,000; to-day they were considerably over a million. *John Bull* had the largest net sale of any weekly periodical in this country. That was a fact well known to the advertiser, as indicated by the increase in advertisement revenue. At the end of 1924 the company acquired the copyright and goodwill of the *Sportsman* and amalgamated it with the *Sporting Life*. The financial results of the amalgamation of the two papers had fully justified the purchase. The position of both the Borough Billposting Co. and the Gosnay Advertising Co. was well maintained, and new and important advertising sites were constantly being acquired to meet the steady increase in those branches of the company's business. The printing department continued in its position of prime contributor to the net revenue of the company. The *Passing Show* continued to make very good progress, both in regard to sales and advertisement revenue, and *Ideal Home* continued to show excellent results. The well-known ladies' journal, *Coming Fashions*, still maintained its leading position, both in regard to circulation and advertisement revenue. The company's other journals were being very well supported. The well-known and old-established business of Dean and Son, Ltd., of which the company owned all the shares, was in a very satisfactory position. Dean's were the proprietors of "Debrett's Peerage" and other well-known publications. Last year the directors entered into an agreement by which they acquired 80 per cent. of the shares in the Long Acre Press Ltd., formed to take over the *People* newspaper. Under the able control of their managing director the circulation of that paper had so rapidly increased that a net sale of a million copies weekly was likely to be attained before the close of the year. (Hear, hear.) Owing to the growth of *John Bull* and the *People* and the company's business generally the problem of further accommodation was engaging the attention of the directors. Owing to the General Strike and the coal strike they had to face a temporary break in their series of progressive figures. In recommending a dividend of 6 per cent. they had, therefore, thought it desirable to curtail the distribution on the Ordinary shares very considerably as compared with what they originally contemplated.

The report was unanimously adopted.

Telegrams: Tracts, Fleet, London.
Telephone: Central 8428-8429.

Use the

WOMAN'S MAGAZINE

and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bowverie Street, E.C.4.

Letters From Our Readers

The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views

Revive the Convention

SIR,—With regard to your recent correspondence and articles on the subject of whether the Advertising Convention should be held later on this year: the members of my Committee have instructed me to request you to voice their opinion through the ADVERTISER'S WEEKLY as to the importance of resuming such a Convention.

We feel, with our President, Sir Charles Higham, that a two days' Convention in London, about the beginning of October, would, at least, complete the practical side of the one so suddenly terminated in Blackpool.

All our delegates, who were some of the keenest members of the second largest Club in Great Britain, are anxious to see the fine programme prepared for Blackpool put into execution. With all the enthusiasm evinced by the great increase in the number of registrations this year, it should not be difficult to make the necessary arrangements.

MURIEL G. ATKINS,
Hon. Secretary,
Regent Advertising Club.

Messrs. T. B. Lawrence, Ltd.

SIR,—In two recent articles by me in the ADVERTISER'S WEEKLY I have, I regret to say, committed the error of attributing to T. B. Browne, Ltd., the work of the other "T.B." of the advertising world, T. B. Lawrence, Ltd.

The first instance was in regard to a calendar designed by Mr. McKnight Kauffer, and the second the admirable Nestlé's Cream poster now on the hoardings. May I, through you, offer to Messrs. T. B. Lawrence, Ltd., my apologies for these slips?

JOHN G. GRAY.

Photography in Advertising

SIR,—With regard to photography and advertising, I made successful use of half-tone blocks in newspaper advertising away back in 1913 in the *Edinburgh Evening News*. I have used them practically every day.

JOSEPH GREENAWAY.

The Avenue Press

SIR,—You have given publicity to the perfectly true statement that the Avenue Press, Ltd., is in voluntary liquidation. May I, owing to the kind enquiries I have received as to the health of the Avenue Press (L. Upcott Gill & Son, Ltd.), ask you to inform your readers that the Avenue Press, Ltd., is a company which has ceased to function since 1915—when there was an amalgamation of interests with L. Upcott Gill & Son, Ltd.?

Since 1915 the Avenue Press, Ltd., has existed simply as a holding company with one asset, a share certificate in L. Upcott Gill & Son, Ltd., and no creditors, and is now being wound up in order to

distribute to its shareholders their proportion of shares in this company.

The fact of the old title being now registered as the trade mark of this company appears to have misled some of our friends.

CROSBY R. COOK,
Managing Director, The Avenue Press
(L. Upcott Gill & Son, Ltd.).

Parade Dress—By Order

SIR,—As an admirer of the profession, I have long thought it a pity that its members do not endeavour to uphold it more—especially as regards dress. Special attention has been drawn lately in many directions to "the dignity" of the Press. Surely the advertising section can set a good example. Morning dress and top hat certainly demand attention and respect.

AN ADMIRER.

[An hour's census of Fleet Street after receipt of this letter revealed one top hat and that was not in a condition to demand respect, though it might attract a sort of attention.—EDITOR, ADVERTISER'S WEEKLY.]

A Correction

SIRS,—We were very surprised to read in your current issue a wrong report concerning the handling of the Rolls Razor business.

We shall be glad if you will kindly give publicity to this letter so that your readers may know that we are conducting the advertising for Rolls Razor and that no harmful impression may be created.

M. F. TRAVERS CLEAVER.
(Travers Cleaver, Ltd.)

LONDON

The Connecting LINK

between the
British Manufacturer
and the Markets of
the Southern Seas

The GOLDBERG

ADVERTISING AGENCY LTD

of
Australia and
New Zealand
and London

WELLINGTON
CHRISTCHURCH
DUNEDIN
SYDNEY
ADELAIDE
MELBOURNE
PERTH



Mr. F. HEWITT



Mr. F. W. MOTHE

Mr. FRANK GOLDBERG, our Governing Director, is at present on a visit to this country and can be consulted—without obligation—at the London Office. This Office is controlled by qualified men who know the markets intimately. Thus, through this Agency, the British Manufacturer can, at all times, handle his Australian and New Zealand advertising with exactly the same facility as his home advertising.

Mr. Frank Hewitt,
Manager for Great Britain, is a New Zealander with years of successful Advertising and Merchandising experience in Australia and New Zealand. He knows the markets from A to Z and his practical experience is of material help to the British Exporter.

Mr. F. W. Mothes, B.A., M.B.E.
Also a New Zealander, attends to the Economic and Statistical side. Market Research, Media, Current Rates, questions of Demand and Supply, Methods of Distribution, the appointment of Selling Agents, etc. on such vital points he is always at your service.

The first step towards getting your full share of business in the prosperous markets of Australia and New Zealand is a consultation with Mr. Goldberg. *'Phone or write for an appointment.*

THE GOLDBERG ADVERTISING AGENCY, LTD.
109, Kingsway, London, W.C.2
Telephone: Holborn 1509.

CURRENT ADVERTISING

**Notes of New Business Going Out:
New Advertising Now Appearing in
the Press and on the Hoardings**

Osborne-Peacock Co., Ltd., have commenced a newspaper scheme for Lloyds' Bondman Tobacco.

S. H. Benson, Ltd., are placing new instructions for summer season advertising for Bovril and for Woolwich Equitable Building Society.

C. Vernon and Sons, Ltd., have increased space, including pages in the illustrated weeklies, for Keen Robinson's Patent Barley.

Barker, Drabble and Co. have recommenced giving out for Paull's Tents and Walton Portable Houses.

Hart and Harford, Ltd., have been placing season business for Army and General Stores.

Brockie, Haslam and Co. have extended provincial newspaper displays for Golden Bough Canned Fruits.

J. P. Shaddock is handling for Champion Plugs and Johnson's Liquid Wax.

E. H. Jackson and Co. have been booking space for Spalding Golf Ball and Morriss' Gold Seal Cigarettes.

D. J. Keymer and Co., Ltd., have again been giving out for Samuel Brothers and for Isovac Flask.

T. B. Browne, Ltd., have been placing business for a new line named Flit.

Pratt and Co., Ltd., are handling a considerable amount of advertising for Phillips' Rubber Soles.

Practical Publicity, Ltd., have a limited scheme in hand for Matchette Cigarettes.

Shaw, Wardlaw and Co., Ltd., are placing for Sphagnol Shaving Soap.

Aldwych Agency, Ltd., have advertising for Colas Liquid Road Preparation.

Bertram Day and Co., Ltd., have increased space for Beasley Surgical Appliance Co., and placing for a new line named Tie-Fix Collars.

W. J. Southcombe has business in hand for Blue Band Margarine.

Wilkes Bros. and Greenwood, Ltd., have been booking for Hollins' Japshan.

S. C. Peacock Service (Liverpool) has recommenced placing for Cakeoma.

Woodwright Publicity Services, Ltd., have again been booking space for K.L.G. Plugs, and for Associated Fire Alarms.

Field's Service, Ltd., are handling the advertising of the Neuropathic Institute.

Lord and Thomas, Ltd., have recommenced placing for Palmolive Soap and Shaving Cream.

Heslock Agency (Leeds) are handling provincial and other advertising for the Fifty-Shilling Tailors.

Ronald Massey is now giving out for Messrs. Allen-Liversidge, Ltd.'s new appropriation.

J. K. Clayton Advertising Agency (Manchester) is handling an increased appropriation for the Leck and Moorlands Building Society.

Alfred Bates and Son, Ltd., are placing new advertising in the National Dailies for S. Smith and Son, a limited appropriation in the Wireless Journals for E. K. Cole, also quarter-pages for F. Cleaver.

Courtman Stock Advertising Service Agency, Ltd., Leeds, is placing the new song series for Tetley's Ales.

Travers Cleaver, Ltd., handle the business of Rolls Razor and not David Allen Services as was inadvertently stated last week.

J. M. Walker and Co. (Advertising), Ltd., handle the advertising for Colgate's and not Winter Thomas (1926), Ltd.

"COMMERCIAL ART"

Beauty in practical, everyday things is more and more appreciated.

Commerce everywhere is enlisting the aid of the artist in connection with the production and marketing of goods.

The new "Commercial Art" is a monthly review of importance to the producer, retailer and the general public. It illustrates the best commercial products and the publicity which sells them.

CONTENTS—JULY 1926

"Herrick." Poster Designer—the development of the new poster.

The Curwen Press and typographical display. By Horace Taylor.

Art in established things—the Rolls Royce Car.

Applied Art in Great Britain. A review of the present-day situation by C. Tennyson, C.M.G., Chairman of the Industrial Art Committee of the Federation of British Industries.

Some Hungarian labels and "packs." By Stanislas Vaszary.

Photography for Publicity—E. O. Hoppe's posters. By C. Maxwell Tregurtha, Manager of the Publicity Department, Allied Newspapers.

Art and Commerce—Lalique's Glassware. By Gabriel Mourey.

Aspects of the Selling Art. By "Raymond." I. Advertising: its real essence.

Designing for Industry—The advantages and disadvantages of the machine. By Shirley B. Wainwright.

The Advertising of "Shell" — an interview with Mr. E. W. Delacour, Advertisement Manager.

Monthly 1/- net.

Annual Subscription 16/- post free.

Now ready.

Published by

"THE STUDIO," LTD.,
44, LEICESTER SQUARE, LONDON.

Offset and Photo Offset—
is the best method for reproducing
POSTERS and SHOWCARDS
and every kind of Line and Half-
tone Work.

NO BLOCKS Required.

CHARLES & READ, Ltd. 27, Chancery Lane, W.C.2

Holborn: 153 and 6387.

PEOPLE WHO THINK
and of discerning mind
—constitute a class of readers that cannot
be overlooked if your product appeals to a
discriminating intelligence.

The
Outlook

is read every week by just this class, and
it will pay you well to include this popular
journal in your current appropriation.

Full particulars gladly from:

L. INDER-HEWITT, Advert. Manager,
"THE OUTLOOK,"
69, Fleet Street, E.C. 4. Phone: City 3173.

AN ADVERTISING MAN

who has

"Explored the Overseas Markets"

FRESH from several years' experience as Chief Copy and Ideas Man with the leading Advertising Agency in Australia and its Associate House in New Zealand, his services are available to an Agency or Manufacturer who means to keep pace with every tick of the clock.

An Englishman with an English Public School education and wide experience with leading London Agencies and as Advertising Manager to prominent English Manufacturers previous to this excellent experience gained Overseas.

He has created advertising for new products which are in world-wide demand to-day. He is young enough to keep in the front line and old

enough to know when to advance and when to hold the line.

He knows how to write copy, prepare distinctive lay-outs, compile booklets, trade shots, etc., and obtain correct illustrations, blocks and type-settings.

He works with zest on modern lines and for a reasonable salary. Apply:

T. H. E. Ashes,

c/o "Advertiser's Weekly," 66, Shoe Lane, E.C. 4.



**One
up!**

The advertiser who uses the **WHITBY GAZETTE** is one up every time on the one who doesn't, because he is getting his message before people the other man is missing.

**What about your client?
Is he one up?**

Let us send you Current Issue and Rates.

HORNE & SON, LIMITED.

Do you want to reach **FARMERS?**

Advertisers or advertising agents desiring to reach this class should write for specimen copy of the

JOURNAL of the MINISTRY of AGRICULTURE

Progressive Farmers and Estate Managers throughout the country subscribe for the Journal and read it regularly.

Scale of charges and specimen copy obtainable from the official Advertisement Managers:—

WALTER JUDD, LTD.,
47, GRESHAM STREET, E.C.2.

For specimens and particulars of other advertising spaces in Government issues, write:—

THE CONTROLLER,
(Advertising Department).
H.M. STATIONERY OFFICE,
WESTMINSTER, S.W.1.

We Hear—

THAT, while the big stores have lived up to their reputation for bold and assertive advertising for the sales, their lead—as was expected would be the case—is not being followed with the same assurance by lesser competitors in the drapery trade.

THAT anyhow the summer sales, whether in big or small splashes, are likely to run well into next month before they disappear as a leading line in the advertisement columns of the newspapers.

THAT the fine Regency building (more than 100 years old) in High Holborn, which has housed the firms of Day & Martin, Carter's Seeds and Edwards' Harlene, has been modernised and opened this week as Monomark House.

THAT according to report there is still a considerable amount of business to be issued by the City houses, and several nationally advertised lines are likely to figure in the prospectuses said to be on the way.

THAT a new concern, the Home & Abroad Publicity Co., Ltd., have opened offices at 91, Regent Street, W.1.

THAT the Government of Bermuda, whose official advertising agents in this country are Messrs. Pratt & Co., Ltd., of Chancery Lane, W.C.2, has authorised the Poetry Society to offer a prize of £20 for the best poem descriptive of the island—whether for advertising purposes or not remains to be seen.

THAT the exhibition of pictures by well-known artists at Spring Gardens is being advertised by sandwich men in the streets by means of original drawings pasted on the boards they carry, a decidedly artistic touch that puts to shame the ordinary letterpress poster they also show.

THAT Mr. Alan Cobham had a hearty reception last Friday when he lunched at the Aldwych Club and talked modestly about his forthcoming flight to Australia when replying to the toast of his health proposed by Mr. W. B. Robertson.

THAT enquiries for rates and particulars of publications are being received by British publishing houses from the Owl Advertising Agency, Times Building, New York.

THAT the Co-operative Wholesale Society, Ltd., which some time ago ran a big prize competition to advertise their household soaps, have recommenced a scheme for their Congress, Minerva and Wheatseaf soaps, but this time the offer carries no prize money and is being made in conjunction with local societies.

Put Ideas in your campaign
It sells in the home

We Hear—

THAT the death was announced last week of Mr. Edward Alfred Graham, head of the firm of Messrs. Alfred Graham & Co., advertisers of Graham's Amplion loud-speaker and Graham gramophones.

THAT the sum of £25,000 has been allocated for the advertising of next year's British Industries Fair to be held in London and Birmingham.

THAT Mr. P. J. S. Richardson, of the *Dancing Times*, has been to Blackpool judging the dancing championship competition, a yearly event which ought to have taken place the week after the Advertising Convention but which was postponed.

THAT although it is a far cry to John o' Groat's, advertisers and others will find much to interest them in a neat booklet, "Ninety Years of Northern Journalism," telling the story of the *John o' Groat's Journal* published in Wick.

THAT Mr. Charles E. Hart, Scottish manager of Messrs. Ferodo, Ltd., has been appointed president of the West Scotland Branch of the Association of Mining Electrical Engineers.

THAT the *Times* contained the interesting announcement last week of the arrival of a baby daughter in the Kensington home of Mr. and Mrs. E. W. Barney.

THAT the T.T. races in the Isle of Man have yielded their quota of after-the-events advertising, and that those publicity men who were present were not slow in noticing how certain advertisers made the most of the opportunity afforded to boom their own particular lines.

THAT the directors of Messrs. George Newnes, Ltd., entertained the staff, numbering about 600, to their annual outing last Saturday to Folkestone, where Sir Frank Newnes presided at luncheon at the Hotel Metropole and welcomed the guests.

THAT there is considerable speculation in the Street as to the relative merits of the cricket elevens who will play next Tuesday at Kent House, Beckenham, in the annual match between the Agencies and the Representatives, but, sporting-like the feeling is, may the best side win.

THAT the directors of the Scottish Co-operative Wholesale Society, Ltd., who are regular advertisers in the Scottish Press, have decided that in future their trade advertisements shall not be placed in non-union newspapers.

THAT the advertisement departments of the Newcastle and Glasgow newspapers of the Berry group have moved from Fleet Street to new offices in John Carpenter Street, where, adjoining the *Daily Graphic* Buildings, the Northern group have their headquarters.

THAT the cartoon on the front page of last week's *Graphic* was by Mr. Reginald Wilson, advertising manager of the International Chemical Co., Ltd., and—

THAT it was signed "Buster" Wilson, the name adopted when he temporarily left advertising to join the *Globe* as staff cartoonist;

Messrs. W.H. Jones & Co. write: "Our half col. advt. in the DAILY SKETCH produced over 100 enquiries for the CITROEN CAR and our special book . . . easily best result from any newspaper . . . many turned into actual sales . . ."

The letter closes with the significant phrase: "Evidently the DAILY SKETCH reaches just the right people!" It is a phrase with significance for you!

ULRIC B. WALMSLEY, Advertisement Manager,
The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C.1

*if its
process*

Retouching *ring*

Central 4682

C.D. LAWSON & CO., LTD.
VICTORIA STUDIOS:
19-20, FETTER LANE, E.C.

We Hear—

THAT *Bigger Results from Advertising* is the title of Mr. Harold Herd's new book, published by Philip Allan and Co., and that the author deals with the achieving of a maximum of sales at a minimum of cost.

THAT a new and very striking series of advertisements linking up with the Irish holiday resorts scheme of the Irish Tourist Association is about to be issued on behalf of Pratt's motor spirit by Kenny's Agency.

THAT the new printing works of the *Connacht Tribune*, which will be completed in July, will be the largest newspaper printing works in the Irish provinces.

THAT a new ever-changing advertising sign has made its appearance at the corner of Gordon Street and Union Street, Glasgow, which has been immediately taken advantage of by a large number of well-known firms.

THAT one of the advertisements concerns the *Scotsman* which is described on this sign as "Scotland's National Newspaper."

THAT Mr. Stanley Machin, of Messrs. Batger and Co., Ltd., has been elected president of the Food Manufacturers' Federation in succession to Sir George Davies.

THAT the cricket eleven Mr. Saward, Junr., is taking north to meet the Leeds Selected at Harrogate leave to-day (Friday) in anticipation of spending a delightful week-end with their friends and a keen fight for cricket honours.

THAT Mr. C. J. Curtis has been appointed advertisement director of the *Advertising World*, and that he will receive the hearty congratulations of the many advertising men who know and admire him.

THAT he has been associated with the *World* since 1919 and is now the "oldest inhabitant."

THAT the advertising for the Darwin Razor Blade, the Dennis lawnmower, and the Frigidaire refrigerator is being placed by the Dorland Agency, and—

THAT that agency is responsible for a large amount of overseas advertising, including Kiwi in West Africa, Wakefield's Castrol in Canada, a well-known household remedy in South Africa, and a large campaign advertising the attractions of London in France.

THAT the W-M Publicity Service, Ltd., have business in hand for Rotax, C.A.V., and Horton Manufacturing Co., Ltd.

The American College Market

There are over 700,000 college students residing in approximately 600 college towns in America.

For over eleven years we have specialised in securing profitable business from these college students for manufacturers of logical products. We are prepared to help English manufacturers secure distribution in these college towns.

The Collegiate "Salesman," listing all Student publications, sent on request.

**Collegiate Special
Advertising Agency Inc.,
503, 5th Avenue, New
York City, N.Y.**

USA

National Advertising Benevolent Society

ELECTION OF PENSIONERS

The Council of the Society gives notice that an Election for FOUR PENSIONS will take place in October next.

Persons eligible for consideration are necessitous Advertising men, upwards of Sixty years of age, or their Widows, or Advertising Women, who are upwards of Fifty years of age. Cases of total incapacity, irrespective of age, may be accepted by the Council. Applications must be received not later than July 31st next.

Further particulars and forms of application may be obtained from—

The Clerk,

National Advertising Benevolent Society,
61, FLEET STREET, LONDON, E.C. 4.

Advertise to the Workers in the

World's Pictorial News

The Paper that goes out of the beaten track

CLASSIFIED ADVERTISEMENTS

Rate: One Shilling and Sixpence per line. The first line consists of 35 letters, remaining lines 39 letters. Punctuation marks and spaces each count as one letter. Minimum three lines. All advertisements must be prepaid, and should reach the Advertiser's Weekly, 66, Shoe Lane, London, E.C.4, not later than Tuesday for publication the same week.

Signs

HARRIS THE SIGN KING.—Striking Signs for striking times. Watch our jobs.—182a, Shirland Road, London, W. 9.

RUSSELL SIGNS ARE ON RIGHT LINES.—Good lettering. Original ideas. Attentive service.—20, Bride Lane, Fleet Street, E.C.4. (City 6083).

LET LAIDLAW SIGNS PAINT IT—and the sign will look as good as the sketch.—163A, Strand. City 1093.

SIGNS that sell your goods. Consult the experts.—Pottage and Son, Ltd., The Sign Works, Castlegate, York.

Service

LEARN TO WRITE ADVERTISEMENTS at the powerful Dixon Institute of Advertising. The great successes achieved by our students prove the superiority of our training. £3 3s. Bonus is offered to those who write at once for our free book, "Advertising as a Career."—Address Secretary, Dept. 28, 195, Oxford Street, London, W. 1.

FASHION DRAWINGS and LETTERING. Good work at keen prices. Write for Samples.—Castudio, Ltd., Russell Chambers, Covent Garden, W.C.2. Regent 6426.

BY MAIL ADVERTISING SERVICE. If you need the right kind of drawing, forceful copy with printers instructions, write to Crabtree, 44, rue du Trone, Brussels. Rough sketch and copy sent. No obligation. Advantageous rates due to Belgian Exchange.

Service

WE CAN HANDLE one or two more first-class accounts, large or small; Midlands and E. Midlands enquiries welcomed.—R. R. Scott and Co., Orton, Waterville, Peterboro'.

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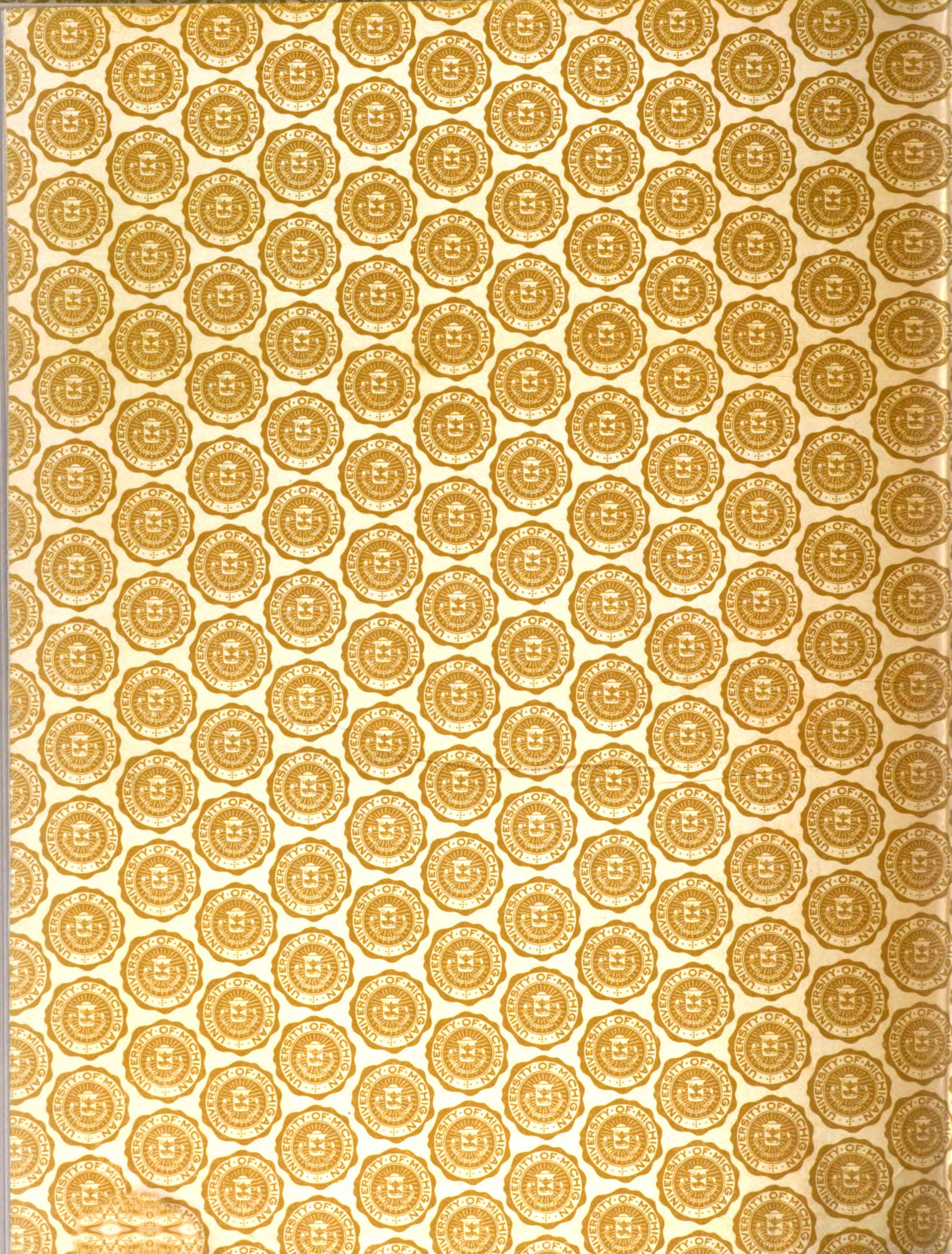
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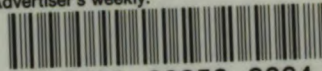
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